

Advertising Age

Entered as second-class matter Jan. 6, 1932, at the post office Chicago, Ill., under the act of March 3, 1879. Copyright, 1955, by Advertising Publications, Inc.

June 27, 1955

Volume 26 • Number 26

15 Cents a Copy • \$3 a Year

CHICAGO 11 • Published Weekly at

200 E. Illinois St. • DE 7-5200

NEW YORK 17

480 Lexington Ave. • PL 5-0404

THE NATIONAL NEWSPAPER OF MARKETING

Aylesworth Got Ellington Stipend, Tax Suit Reveals

NEW YORK, June 23—The late Merlin (Deac) Aylesworth made \$100,000 and enjoyed an expense allowance of \$2,000 per month in return for securing the Cities Service Co. account for Ellington & Co. in 1947, according to testimony presented in U. S. tax court here.

Mr. Aylesworth, who died in 1952, netted the \$100,000 via a contract in which he was allowed to buy 1,000 shares of Ellington preferred stock at the nominal cost of 5¢ per share. These were later redeemed at \$100 a share.

The arrangement has come to light as a result of a losing fight conducted by Mr. Aylesworth's widow against the Internal Revenue Service. The tax court has ruled that the government has a legal claim for \$68,749 in back taxes from the estate of Mr. Aylesworth.

■ Testimony shows that in 1947 Ellington and Mr. Aylesworth signed a written agreement under which the latter would obtain the Cities Service account for the agency and keep it there. The agreement was based on Mr. Aylesworth's estimate that the account would be worth a minimum annual revenue of \$212,000 for the agency.

Mr. Aylesworth, onetime presi-
(Continued on Page 69)

50% of Men, 25% of Women in U. S. Smoke Daily, Census Finds

WASHINGTON, June 23—The government's nationwide survey of smoking habits, which has been hailed as the first accurate measure of the popularity of smoking in this country, indicates that about half the men and a quarter of the women in the U. S. smoke cigarettes on a daily basis.

Its estimate of 38,000,000 "regular smokers" is based on interviews with more than 40,000 persons in 230 areas carried out by the survey staff of the Bureau of the Census during February. The work was done under contract with the National Cancer Institute of the Public Health Service, after researchers complained that they lacked accurate statistical benchmarks for their investigations of the lung cancer problem.

Fragmentary results divulged in an initial press release from the Public Health Service today hint at a wealth of information about the characteristics of the smoking "market" which will become available later this year when detailed tables are published. The Public Health Service has not released any tables at this time to support the statements in its press release.

■ The release says the total of 38,000,000 cigaret smokers include 25,000,000 men and 13,000,000 women. It says about 4,000,000 men consume less than a half pack of cigarets a day; the majority smokes 1 to 20 cigarets daily; and about
(Continued on Page 8)



TIE HIM UP—Max Factor will back up its introductory advertising for its new lipstick shade, Red Tape, with this counter unit. The unit includes a reproduction of an ad to be run in Life, Seventeen and Vogue in September and October. Tv spots and newspapers will also be used to promote Red Tape. Doyle Dane Bernbach Inc. is the agency. (Story on Page 69.)

Oberwinder Retires as D'Arcy President; Orthwein Succeeds

ST. LOUIS, June 24—J. Ferd. Oberwinder retired today from D'Arcy Advertising Co. He has been with the agency for 43 years and president for the past 10 years.

Mr. Oberwinder is succeeded by Percy J. Orthwein. Mr. Orthwein joined the agency in 1926. He was named board chairman in 1951, and in 1953, when Robert M. Ganger joined D'Arcy as board chairman, he became chairman of the executive committee.

Mr. Oberwinder's advertising career began in 1904 as an apprentice with H. E. Lesan Advertising Agency, forerunner of Gardner Advertising Co. He later left to become a newspaper and magazine representative.

■ When he joined D'Arcy, the agency had been in existence for only six years. After serving in the Army during World War I, he re-joined D'Arcy in 1919 as v.p. and director.

At the time Mr. Oberwinder began, the agency was billing \$600,000 annually. This year, according to Mr. Oberwinder's estimate, billings will run in excess of \$50,000,000; D'Arcy reported '54 billings of \$44,500,000 to ADVERTISING AGE.

Last Minute News Flashes

Ewell & Thurber Changes Name, Reorganizes

CHICAGO, June 24—Ewell & Thurber Associates on July 1 will revert to its old name, U. S. Advertising Corp., which it changed Feb. 1, 1946 (AA, Feb. 4, '46), and will appoint new officers. C. E. Rickerd, who moved from the Detroit office of the agency a year ago (AA, Jan. 18, '54) to manage the Chicago office, will be president and J. E. Coombes, account executive, will be v.p. J. C. Ewell, who has been president, and Hal Thurber, who has been exec. v.p., have retired from the agency. Headquarters will be in Chicago and the Toledo office will be continued. Robert W. Howat, formerly a copywriter with MacFarland, Aveyard & Co., Chicago, has joined the agency as copy chief.

H. D. Lee Co. Appoints Grey Advertising

KANSAS CITY, June 24—The H. D. Lee Co. has appointed Grey Advertising Agency, New York, to handle its advertising after Dec. 31. Gardner Advertising Co., St. Louis, has handled the account, which bills more than \$500,000 yearly, for 12 years.
(Additional News Flashes on Page 73)

'Reader's Digest' Unifies Its Sales Setup, Issues Formal Ad Policy Code

Commerce Committee Still Trying to Get Added TV Channels

WASHINGTON, June 23—For the third time within a year, the Senate commerce committee today launched an investigation to find ways of getting more tv stations on the air.

The first stage of the new probe is being handled by a committee of 12 top industry engineers who have been asked to determine whether there are places where additional tv channels could be established in the v.h.f. band.

Subsequently, according to Sen. Warren Magnuson (D., Wash.), the committee will have hearings dealing with a whole range of tv problems, with the idea of bringing the Communications Act up to date.

Two previous efforts to rescue the hard-pressed u.h.f. stations sponsored by the committee during the past year produced stormy hearings and dynamite-laden recommendations, but no legislation and very little change in tv's economic pattern.

■ Just a year ago yesterday, a subcommittee under Sen. Charles Potter (R., Mich.) completed an eight-day hearing on the fiscal problems of u.h.f. which fills 1,177 tightly printed pages.

Some of the Potter committee recommendations, such as its proposal to set up "all v.h.f." and "all u.h.f." markets whenever possible, are receiving attention from FCC.

However, the committee's effort to induce tv manufacturers to increase their output of u.h.f.-equipped sets shows no results, with the production of u.h.f. sets below the level of a year ago.

The new investigation is described as an outgrowth of the "staff studies" which were made for the committee last fall by Harry Plotkin and former FCC Commissioner Robert Jones.

Both of these reports raised far-reaching questions regarding the contractual relationships of stations and networks.

■ At a press conference today, Sen. Magnuson expressed hope that the
(Continued on Page 69)

NEW YORK, June 24—Reader's Digest International Editions Inc.—which represented some 29 overseas editions—will be dissolved next Friday, July 1. All its activities will thereafter come under the Reader's Digest Assn. At the same time, the magazine has issued a tentative audience report, and a policy statement on advertising problems.

Fred D. Thompson Jr., assistant director of the international editions, will become advertising director of Reader's Digest Assn. He will have over-all advertising supervision of all editions of the Digest, including direct ad supervision of the U. S.

■ 1. Each of several international editions, according to A. L. Cole, general business manager of the Reader's Digest Assn., and Barclay Acheson, director of the international editions, will have its own additional sales staff in the U. S. in charge of the following:

John H. Breiel, for Eastern hemisphere editions; John A. Caragol, Latin American editions, and David B. Crombie, Canadian editions.

Later this year, Josiah B. Thomas, who has been v.p. in charge of sales for international editions, will go to the West Coast to head up an office to be opened in Los Angeles. Midwestern states will be covered by the Chicago office and a new office to be opened in Detroit. All three of these offices will represent U. S. and foreign editions.

"This new alignment," according to an intra-company announcement by Messrs. Cole and Acheson, "should make for a smoother operation."
(Continued on Page 4)

Color Brightens Home Furnishings Summer Market

Advertising Increases; Credit Expands; First Quarter Sales Up 10%

CHICAGO, June 22—There's more color at the summer home furnishings market than ever before. And manufacturers are looking to their new rainbow of color to lead them to the '55 pot of gold.

Business is good this year. Better, by about 10%, than last year, although not up to 1953, the best furnishings year ever.

But business is more competitive this year, most manufacturers and retailers say. Competition has spurred advertising and sales promotion.

And with color as the key sales point, color advertising has increased greatly. National magazines are the major medium, with most manufacturers increasing their insertions for fall promotions.

Many companies are raising prices to retailers, to increase their
(Continued on Page 72)

Radio Perks Up, and...

Pay Tv Has Been Broadcasting's Biggest Issue So Far This Year

By Maurine Christopher

NEW YORK, June 24—The midway point of 1955 finds the broadcasting industry rolling along at a merry clip.

Television as usual is ear-deep in controversy, while radio is behaving like an eligible spinster who is out to prove that there is lots of life left in the old girl.

This year's big tv issue—and more and more people are debat-

ing it—is to pay or not to pay-as-you-see tv.

For the moment this topic takes precedence because many people are convinced that toll tv—if adopted—will change the basic concept of broadcasting as it has developed in this country.

There remain, however, questions of more immediacy and these too are getting a good deal of attention along tv row. For example: When is color television going to break through into the living room? Do the networks have too much control over programs? Are the motion picture companies coming through the back door to take over the programming reins? Will the Jackie Gleason type, multi-million dollar contracts put choice tv beyond the pocketbook of all but the richest advertisers? Will the further extension of NBC's magazine concept deprive advertisers of one of their big pluses—sponsor identification?

Pay Tv... to Fee or Not to Fee

So much for the peripheral issues; back again to the main battle: subscription television. One side is led by the three companies that want to go into the business
(Continued on Page 46)

Grocery Group's Report Skips Point, Says Safeway V.P.

OAKLAND, CAL., June 23—The recently-released coupon study by the Grocery Manufacturers Assn. does not refute the charge that use of coupons increases food distribution costs and interferes with retailers' ability to render their best services.

These points are made in a letter sent this week by Dwight M. Cochran, v.p., Safeway Stores, to Paul Willis, president of the Grocery Manufacturers of America, commenting on the GMA study. The study was released three weeks ago (AA, June 6). It made specific
(Continued on Page 69)

At National Conference . . .

'Create Obsolescence' by Using New Designs and Features, Marketers Told

Research, Sales Ideas, Product Forecasts Are Presented at Meeting

MILWAUKEE, June 21—"Promoting and creating obsolescence" was listed as one of two basic techniques to be used by marketers selling in saturated markets by W. C. Sanford, manager of market research, Hotpoint Co., Chicago, last week at the national conference of the American Marketing Assn.

Given a saturated market, Mr. Sanford said, the supplier must promote "increased products in use"—the second car, the second refrigerator per family—or speed up the obsolescence of the prod-

Wyckoff Absorbs Dake Ad Agency, Active Since 1878

SAN FRANCISCO, June 22—Dake Advertising Agency, one of the oldest agencies in the country and once the only ad agency west of the Mississippi, has been absorbed into Wyckoff & Associates here.

E. C. Dake opened the agency in San Francisco in 1878, the same year his son, Leland W. Dake, was born. In 1904 the son joined the agency and continued in it until his death in January, 1955.

Since the death of Mr. Dake, Mrs. Ann Franke, his assistant for many years, serviced agency accounts while Leland W. Dake Jr., New York consultant and son of Leland W. Dake, negotiated for a successor agency.

Claas V. S. Wyckoff has been selected to perpetuate the Dake name and the agency henceforth will be known as "Wyckoff & Associates, Successors to Dake Advertising Agency, since 1878."

All of the Dake accounts will be taken over by Wyckoff. Some of these have been with the older agency for from 20 to 40 years. Accounts involved in the agency transition include the Kemp Employment Agency and the United Railway Institute of San Francisco; the Bihn Hatchery and the Poehlmann Hatchery, both of Petaluma, and the Louis F. Dow Co. of San Francisco and Los Angeles.

Mrs. Franke will retire from active business, but will serve Wyckoff as a consultant.

New accounts recently acquired by the Wyckoff agency, which was established in 1945, include Flecto Co., Berkeley; Berkeley Plywood Co.; Eureka Federal Savings & Loan Assn., and Interstate Container Corp. of Red Bluff.

Kudner Agency Boosts Sheldon, Adds Billip

Kudner Agency has appointed John H. Sheldon, who has been working on special assignments for the president since last year, executive representative in its Detroit office. He succeeds Richard J. Farricker, who resigned.

Casper H. (Cap) Billip, who left the agency in 1944 to move to Benton & Bowles and later Fletcher D. Richards Inc., is rejoining Kudner's copy staff. Mr. Billip was a v.p. at both B&B and Richards.

ucts he has sold—or both.

"I know many people," he said, "would feel that promoting and creating obsolescence of the product is an awful thing for industry to do.

"However, this actually comes about because the consuming public desires better products—desires a higher standard of living both functionally and esthetically.

"They demand that we give them improved products, which automatically creates obsolescence. Obsolescence also is engineered and fostered by our competitive system, which most of us believe in.

"The average age of an old refrigerator is approximately 13 years. I sure wish we were able to be as successful as the automobile people in reducing the average age of appliances.

"Our products are kept in the seclusion of the home, where people in the neighborhood do not continually see them, as they do automobiles. Therefore we have not been as successful in appeal-

(Continued on Page 19)

Quality Radio Group Offers New Weekend Packet for Sponsors

NEW YORK, June 21—NBC Radio is not the only one gunning for new weekend business.

Quality Radio Group has recorded eight new 10-minute shows to be offered to advertisers as a "Weekend Cavalcade." Sponsors can buy into this new commercial venture on 36 of the country's most powerful radio stations for as little as \$689 per minute.

William B. Ryan, exec. v.p. of the group of stations, is working out a plan for merchandising these new shows, which are designed for light summer listening.

The programs will be tied together with a commentary by Carl Warren, veteran radio salesman. Sponsors can tape their commercials for use on all the stations or use live local personalities for inserts.

Local Governments Are Outmoded by Population Shifts, AT&T Comptroller Says

MILWAUKEE, June 22—A. L. Stott, comptroller of American Telephone & Telegraph Co., yesterday told a group of Wisconsin industrial and business leaders that "county and municipal government in the U. S. is outmoded because of the population shifts and is in need of study and change."

He spoke at a conference on "The Power and Problems of the American Economy," which was held as part of Marquette University's 75th anniversary celebration.

Mr. Stott predicted that there would be an increase of 20,000,000 Americans by 1965; that migration would continue to shape out new patterns of living even more than the rising birth rate; that the suburbs would continue their phenomenal growth, linking communities now isolated and covering areas now farms, woods and fields; that the American standard of living will continue to rise with the rising population and the increasing urbanization of that population.

The problems arising from



FOR PIONEERING—Dr. Henry B. Hass, right, president of Sugar Research Foundation and Sugar Information Inc., recently received the 1955 honor scroll from the New York chapter of the American Institute of Chemists. The scroll was presented by John Kotrady of the Texas Co., left, chairman of the chapter.

Houston Adman Boosts Beer Sales 10.81% in Year

HOUSTON, June 22—Steve Wilhelm, general manager and v.p. of Foote, Cone & Belding's Houston office, apparently is convinced that hard work, not the product name, is the key to successful selling.

When Mr. Wilhelm took over the side job of running the Grand Prize Brewery 14 months ago, sales were falling, and operating costs were rising. He hit upon the term, "GP-20," to advertise the beer, in honor of the brewery's 20th year in business. GP-20 caught on, and it received some credit for the 10.81% increase in beer sales since Mr. Wilhelm took charge.

This week, however, Mr. Wilhelm announced that he was dropping the "GP-20" slogan. He disclosed a plan to use advertising to publicize a new name for the company's beer—"GP." He pointed out that Grand Prize will market the same beer, but the name will be shortened.

At the start of his successful promotion campaign, Mr. Wilhelm used the slogan, "GP-20, Grand Prize Twentieth Anniversary Brew," in newspaper and magazine ads, outdoor posters and radio commercials. He obtained an ex-

(Continued on Page 6)

Improve Creativity by Mental Shakeup, Dr. Hass Advises

NEW YORK, June 21—"Before you can create an idea or invent a new product you must have a profound and enduring dissatisfaction with things as they are. You must want something that does not exist. This is true of the whole creative process, whether it is a poem, a musical composition, a painting or a scientific advance."

That is what makes an artist or an inventor, Dr. Henry B. Hass, president of Sugar Research Foundation, told the local chapter of the American Institute of Chemists.

Dr. Hass, who has more than 70 patents to his credit and international fame as an organic chemist, outlined his ideas of what is necessary to produce ideas capable of revolutionizing modern living, in accepting the 1955 honor scroll of the chapter.

"The flash of insight when a possible solution to a difficult problem occurs is one of the most satisfying of all human experiences," he said. "On the other hand, when a creative scientist struggles with a problem and sees no solution, frustration is inevitable."

One technique becoming popular in encouraging creativeness, he said, is the use of the conference where a problem is proposed and unconventional thinking about it is encouraged.

"Even a foolish idea may stimulate a better one in some other member of the group," he said. "If you have not tried this idea you will be surprised how many people can be creative when encouraged to be."

Dr. Hass listed three rules: (1) Reject the complex in favor of the simple. (2) Try what appears to be the best thing first. (3) Recognize unjustified biases—do just the opposite of what the bias suggests. Also, knowing when to conform and when to be original is important.

"An invention," he said, "is essentially a new arrangement of facts. It occurs only if a person has formed the mental habit of questioning commonly accepted beliefs and ways of doing things."

"Nothing is easier than to overlook the obvious," Dr. Hass noted. "We had separate rubber erasers and graphite pencils for many decades before someone thought of putting the eraser on the pencil. "The history of invention," he said, "shows clearly that most of the best creative thinking is done by men too young to have reached positions of large managerial responsibility. It is of consummate importance that we in management learn how to encourage, stimulate and develop these young men. This is what makes the difference between stagnation and progress."



NEW CEREAL PACKS—Erwin, Wasey & Co., London, has designed these new packs for Quaker Corn Flakes and Quaker Wheat Munchies, featuring the faces of smiling children. In the silhouette of the same child's head on the back of the pack, parents are invited to submit their children's pictures for possible use on future packs.

Smiling Children Are Featured on Quaker's British Cereal Pack

LONDON, June 22—Quaker Corn Flakes and Quaker Wheat Munchies have taken on a new significance at breakfast tables in British homes.

Erwin, Wasey & Co. has come up with new designs for the cereal packs, which are designed not only to make things brighter at the early morning meal, but also to bring fame and fortune to some lucky children.

The London agency has employed photographic competition as the gimmick. The front of each pack features a different child's head in black and white, with the spoonful of cereal in full color. On the back of the pack is a silhouette of the same child's head, and the copy in the white space invites parents to send in photographs of their own children, for consideration by an advisory panel which will select suitable ones for featuring on future cereal packages.

Model fees and free photographs will be provided for the lucky ones, and in some cases there will be a chance for a screen test.

The new packs were designed by F. H. K. Jenrion, director of visual planning of Erwin, Wasey & Co.

Chilton Acquires Conover-Mast Book Publishing Division

NEW YORK, June 22—The book division of Conover-Mast Publications has been purchased by the Chilton Co., Philadelphia, publisher of business magazines.

Thirty-one titles, on subjects concerning varied aspects of business and industry, are involved. Harvey Conover, president of C-M, told ADVERTISING AGE that his organization's book operation had been largely experimental since its inception in 1949.

"We feel we can get a better return on our time and investment," he said, "by concentrating our efforts and energies on our magazines and directories. Circulations and revenues of our periodicals have continued to increase and expand at an encouraging rate since the beginning of our business in 1928. We believe it correct to bend our efforts toward encouraging that trend, which has seen our staff grow from five people, then, to 213 today."



CAN DEBUT—The first soft drink to feature cans in outdoor advertising is Dr. Pepper, which is using boards like this one in the General Outdoor Advertising Co.'s rotary plan in St. Louis and also in the company's home ground, in Dallas. Giant cutout bottles are interchangeable with the can cutouts.

Packers Are Lax in Keeping Catalogs, 'Provisioner' Finds

CHICAGO, June 22—National Provisioner, weekly business publication covering the meat packing and allied industries, has released the results of a field study among meat packaging executives made by the Kemp Research Organization, Rochester, N. Y.

One of the most interesting features of the report is concerned with the question of the maintenance of manufacturers' catalogs in the offices of buyers. In 111 personal interviews, it was found that in only 44 cases did packers maintain accessible files of manufacturers' catalogs. In the cases of individual catalogs, the highest number of any one company's material found on file was 43, or 37%; while the next highest was 27, or 24.6%.

The highest catalog maintenance was found to be supplied for manufacturers of general packinghouse machinery and equipment. The highest maintenance for general industrial equipment was found to be in the field of packaging equipment, where 19, or 17.3% of the firms, had a given catalog filed and accessible.

Other catalogs found to be available in smaller percentages included those of makers of refrigeration equipment, heating specialties and controls, power equipment, materials handling equipment and sanitation supplies.

Rechnitzer Becomes New President of MacLaren Agency

TORONTO, June 22—MacLaren Advertising Co. Ltd. announced Friday that Einar V. Rechnitzer has been elected president of the agency, succeeding the late John A. MacLaren (AA, June 20), and that James Ferres has been elected senior v.p. and managing director. At the same time, the board of directors was enlarged by the elec-



James Ferres E. V. Rechnitzer

tion of C. Edmund Brown, F. Percival Gill, William F. Harrison and Scott Stockwell.

Mr. Rechnitzer, new president of MacLaren (whose \$19,700,000 billings in 1954 made it 34th in rank among North American agencies, and second largest in Canada), joined the company 25 years ago. He has worked on or headed the General Motors of Canada account for this period. He was senior v.p. and a director before his election. Mr. Ferres came up the creative route in the agency. He was MacLaren's art director and has been a v.p. for more than a decade. Before his election as senior v.p., he was v.p. and managing director.

The four new directors are all v.p.s: Mr. Brown heads the big Canadian General Electric account; Mr. Gill is manager of the Montreal office, biggest of the MacLaren branches; W. F. Harrison is manager of the Ottawa office and Mr. Stockwell is supervisor of a group of accounts in the Toronto office. M. D'Arcy MacMahon, treasurer of the agency, continues as a director.



DOUBLE CENTENNIAL SPREAD—This ad, showing R. T. Crane working the bellows in his early foundry, marked Crane Co.'s 100th anniversary in the 100th anniversary issue of Iron Age. Buchen Co. prepared the ad.

100 Years Old on July 4...

Public Loves Its Bathrooms, But Crane Co. Still Loves Those Valves

CHICAGO, June 22—One hundred years ago July 4, the R. T. Crane Brass & Bell Foundry commenced operations in Chicago, in a shack built by hand by Richard T. Crane. Young Mr. Crane, then 23, was a native of New Jersey and already a veteran of eight years in the brass business (an emigre from Brooklyn).

Then, as later, sensitive to the market, the Crane foundry made few bells but processed a lot of brass; the demand in 1855 was for brass lightning rod couplings and tips, and with these the Crane foundry rang the bell.

Macmillan Heads Branch

J. C. Macmillan, v.p. of Bacon, Hartman & Vollbrecht, St. Augustine, Fla., has been appointed administrator of the agency's Jacksonville branch, effective July 1. William Guber, formerly manager of the Jacksonville office, has resigned to become north Florida correspondent of Fairchild Publications Inc. Mr. Guber will maintain an affiliation with Bacon, Hartman as advisory correspondent.

Showerman Named V. P.

I. E. (Chick) Showerman, general manager of WTVW and WISN, Hearst owned Milwaukee tv and radio stations, has been named a resident v.p. of the Hearst Corp. Mr. Showerman was appointed general manager of WISN last February and was also named general manager of WTVW when the tv station was purchased by Hearst last March (AA, March 7).

Today the Crane Co. is the largest producer of valves and fittings in the world. Though the bulk (65%) of its business consists of industrial components, the company has, over the years, added such consumer goods as the bathroom accoutrements made famous by the advertising originally concocted by Charles Daniel Frey.

To its bathroom fittings and its big and little valves, Crane Co. also has added products in keeping with a jet age, including fuel valves for jet aircraft. And its newest subsidiary, Cramet Inc., Chattanooga, is deep in the mysteries of modern metallurgy, making ingots of titanium sponge.

In 1904, Crane Co.'s sales volume was \$17,387,635. In 1954 it had grown to \$299,791,010, and the first quarter of '55 was 6% ahead of the corresponding '54 quarter.

Advertising, both to the public and to industrial users, has reflected many high spots in the company's history. One early ad, dated 1871, took the form of a letter from Mr. Crane, announcing to a city in ruins after the great Chicago fire that the company had "wholly escaped the conflagration." The ad pointed out the company's "ample stock on hand" and "lately increased facilities for manufacturing."

The ad actually underplayed the role the company performed in the big fire. In the course of the blaze the city waterworks' pumps broke down, and Mr. Crane asked for and got permission to set up a row of his own pumps along the

(Continued on Page 66)

Puerto Rican Agency Expands by Opening Office in New York

NEW YORK, June 21—In Puerto Rico, annual advertising expenditures total a little more than \$8,000,000.

One agency, Publicidad Badillo Inc., located in Santurce and now with an office in New York, handles more than \$1,000,000. Next year it expects to reach the \$1,500,000 mark.

Samuel E. Badillo, president, said his agency's new office in the Chanin Bldg. here would provide better service to such U. S. accounts as Pabst beer, Hazel Bishop and Wrigley's gum, which it advertises in Puerto Rico. The New York office will also better serve Irwin Vladimir & Co. and Robert Otto & Co., with which Publicidad Badillo has "a working arrangement."

Long-range goals of his agency, according to Mr. Badillo, are the formation of a network of agencies in the Caribbean area, including Mexico, Cuba, Venezuela and perhaps Colombia, in addition to Puerto Rico. These will be operated by nationals of the country involved, under Mr. Badillo. The facilities of the network would be offered through the New York office to advertisers and associated agencies.

He told AA he also plans to develop Puerto Rico as a test market for U. S. manufacturers for Latin America.

Milk Ads By Connecticut Dairy Men Feature No Brand Names—Just Milk; Sales Rise 3-5%

HARTFORD, June 22—In Connecticut, milk dealers sell the milk—milk producers advertise it. Even the cows are mooing.

The 1,900 members of Connecticut Milk Producers' Assn. last year spent \$130,000 in newspaper, radio, television, outdoor and bus card advertising to tell the state's milk consumers about "Connecticut Fresh Milk" and the latter's flavor and health-giving properties.

Dairy farmers of the state began telling their neighborhood and district leaders more than three years ago that they believed milk must be advertised if it is to compete advantageously with the hundreds of other foods and beverages looking for the food dollar today.

At the association's annual meeting in March, 1953, a resolution was passed—almost unanimously—which directed CMPA's management to deduct, for this purpose, 3¢ per 100 lbs., or about 1/15¢ per quart, from the milk check of every member.

It was agreed that the resulting fund would be earmarked for direct consumer advertising of "Con-

Rev. Graf Quits Church Group in Contest Ad Fuss

NEW YORK, June 24—The Rev. Charles Howard Graf, rector of St. John's Episcopal Church, will announce to his congregation Sunday that he has resigned from membership in the American Church Union. Father Graf has been fighting a national puzzle contest sponsored by ACU as a fund-raising device (AA, April 4 et seq.).

Father Graf, who has termed the promotion "barely legal, hardly legitimate and highly unethical," will also say that his position is supported by Dr. Fredric Wertham, a psychiatrist who has been battling some comics book publishers, and by a number of Protestant Episcopal churchmen.

"The original plans for the contest, as presented to the ACU board," Father Graf will tell his parishioners, "were bad enough, but even I was scarcely prepared for the depths to which the contest promotion has sunk. The kindest thing to say about the periodicals in which it is being advertised is that they are in poor taste."

"The fact that one of them (Confidential) has recently become involved in two \$1,000,000 libel suits indicates that my designation (Continued on Page 75)

necticut Fresh Milk"—and without brand names.

Cognizant of the fact that they were all milk producers and knew little about advertising, merchandising and their mechanics, the committee members named the Kaufman Advertising Agency, Hartford, to service CMPA.

Because of the peculiarities of milk pricing, a 1% increase in fluid milk sales would repay the producer the 1/15¢ per quart he was contributing to the program. Naturally, every increase above that would be a profit.

In the first year—March, '53, through March, '54—\$100,000 was invested in the drive. Connecticut milk sales, it was found, increased



about 3%, bringing in a profit for CMPA members as well as all dairy farmers in the Connecticut milk shed.

Association members voiced enthusiasm over the year's results at the 1954 annual meeting and proceeded to vote unanimously for continuation of the program.

The organization spent \$130,000 from March, '54, through March, '55. And at the annual meeting this year, they again voted an encore. The year's budget is \$120,000.

Over the first quarter of the '55-'56 year, milk consumption in Connecticut averaged 5% higher than the corresponding month last year.

Highlights of This Week's Issue

Chicago American study shows 75% of its readers earn over \$4,000	Page 18
\$1,300,000 ad budget set by Rums of Puerto Rico	Page 24
Consumer wants bigger cars, Ford economist says	Page 26
Lithography industry sales hurt by personal selling, says Morris Ferris	Page 28
Delehanty & Frankel, new agency, formed in New York	Page 29
New group formed to fight alcoholism, other addictions	Page 32
New York is two tv markets—first and 30th—Ted Cott says	Page 33
Better Business Bureau girds loins for new bait, price ad battles	Page 34
Bolex cameras lean heavily on business paper advertising	Page 36
U. S. standard of living is raised by labor-management conflicts, Seymour Melman says	Page 37
Business papers should sell specialized circulation, Don McAllister, new ABP chairman, contends	Page 38
Heinz launches food line for people over 60	Page 39
Small agency employees work harder, know more, says Richard LaFond	Page 40
New book tells how to sell salesmen	Page 48
Danish adman laments Danes' shaving habits, revealed in Gal-lard survey	Page 49
Doctor asks business to help beat common cold	Page 51
Charcoal links men's clothes,	

whisky, in clothier's ad	Page 52
Safeway Stores wants to fight trading stamps with lower prices	Page 55
Most coffee, tea makers are now using premium offers	Page 59

REGULAR FEATURES

Advertising Market Place	74
Coming Conventions	59
Creative Man's Corner	42
Editorials	13
Employe Communications	42
Farm Publications Linage	62
Getting Personal	26
Looking at Radio & TV	45
Looking at Retail Ads	45
Obituaries	61
On the Merchandising Front	44
Photographic Review	64
Rough Proofs	13
Salesense in Ads	44
This Week in Washington	16
Voice of the Advertiser	58
What They're Saying	12
You Ought to Know	38

'Reader's Digest' Unifies Its Sales Setup, Issues Formal Ad Policy Code

(Continued from Page 1)
ation, and less confusion, both for our people and our advertisers and their agencies. Certain departments, such as promotion, production and accounting, will now be consolidated to serve both U. S. and international editions and advertisers alike.

"Each international advertiser and agency will be able to call upon a staff specializing in specific editions, though each will be served by only one salesman, regardless of the number of editions any single company may use. And each advertiser, U. S. or international, will now be able to conduct all its business with only one department of the company."

■ Reader's Digest International Editions was originally set up as an advertising and accounting company. "Once the decision was reached to publish advertising in the U. S. edition, we were faced with the need of setting up a similar organization, or department, for the U. S. edition. Since many of the functions of the two would overlap, or duplicate, we believed that we could best serve the interests of both our advertisers and ourselves if we were to merge the two operations into one."

The new organization will be known as the Reader's Digest Assn. advertising department, with Mr. Thompson as the head, assisted by Messrs. Breiel, Caragol and Crombie. Mr. Breiel was formerly v.p. of international editions, Mr. Car-

gol was eastern advertising manager, international, and Mr. Crombie was advertising director of Canadian editions.

Establishment of the Digest's advertising office in Los Angeles will end a "long, pleasant and profitable association" between the international editions and James C. Galloway, Los Angeles publishers' representative.

■ 2. Another development at the Digest was the disclosure of first results from a "preliminary test to determine audience size." According to Mr. Thompson, "within five and a half weeks after the April issue (the first to carry advertising) appeared, approximately 30% of all the people in America 10 years of age or older had read the Digest. Translated, this means that some 36,000,000 people already had read that one issue. This is the largest audience we know of, ever reported for a single issue of any magazine."

Mr. Thompson, who said the figures were supplied by Alfred Politz Research Inc., cautioned that because of the "short time lapses of five and a half weeks, the figure from the pilot study cannot be compared with other magazine audience figures you may have seen."

■ 3. Mr. Thompson also told AA something of the Digest's policy on the handling of advertising. A policy statement now in the hands of the magazine's advertising staff touches on such items as position-

ing, reference to editorial material in advertising, reprints, articles unfavorable to advertisers and advance copies.

"Advertising that seems to be most in the character of the magazine," says the policy statement, "and thus most appealing to its readers, will tend to get the more desirable positions, although that is only one of many criteria used in making up the issues."

"In facing advertisements, or in positioning them in close proximity, we try to select complementary ads as much as possible. An examination of the June, 1955, issue (and we hope, of all subsequent ones) should show how this can work both to the readers' as well as to the advertisers' best interests."

■ "No quotation from a Reader's Digest article about a consumer product," says the statement elsewhere, "and no reference to an article about a product shall be used by the manufacturer of that product or his advertising agency in any form of advertising or promotion, in print or on the air. Copies of the Digest containing the article or the reference can be used in any way the manufacturer sees fit, except that copies of the Digest are not to have advertising or promotional matter printed or otherwise superimposed on them and may not be used as counter-display pieces, shelf hangers or otherwise brought to the attention of the buying public in any retail outlet. No direct quotes from or reference to the article are to be used in any accompanying matter."

Policy continues: "Requests for permission to quote from or refer to Digest articles in advertising,



Reardon Pliskin Gann Oliver MacKenzie
SCRANTON OFFICERS—Outgoing President Bert Oliver, of the Scranton Advertising and Sales Club, congratulates the new president, Irving R. Pliskin, sales promotion manager, Samters of Scranton. Mr. Oliver is with WSCR Radio. Looking on are Frances Reardon, Donnoley Advertising, recording secretary; Henry Gann, Gann Advertising Agency, past president, and Grace MacKenzie, WGBI Radio and TV.

where unusual circumstances exist, will be considered on their merits, and decisions will be made on the basis of the public service rendered or the value to the Digest of such advertising reference."

In reprinting Digest advertisements, "in messages, blurbs, notes, letters or other communications attached to reprints of advertisements, the language shall make it clear that it is advertising, not editorial material that has been reprinted. Thus, in referring to advertisements, terms such as the 'story,' 'article,' 'editorial,' or other words customarily associated with the editorial content of a magazine, shall not be used."

■ As for articles that are unfavorable to advertisers: "When editorial material which might be considered unfavorable to the commercial interests of an individual advertiser or a category of advertisers is scheduled, all advertisers affected will be warned as early as possible, and allowed to withdraw their advertising."

"We believe that the best hope of keeping the good will of advertisers and their agencies is to tell them frankly and fairly of what is to come. Advertisers should be allowed to withdraw their ads under such circumstances, even though

the closing date is past."

On the matter of favorable articles, policy dictates this approach: "We believe that it is important to keep an 'arm's length' policy between the editorial text of the magazine and the advertising it carries. When an article is scheduled which may be considered as beneficial to an advertiser or a category of advertisers, it is tempting to use this article as a lure for advertising."

"We are convinced that favorable editorial material should never be used to 'sell' advertising."

McPherrin Resigns as Crowell-Collier V. P.

John W. McPherrin, v.p. of Crowell-Collier Publishing Co., has resigned. Mr. McPherrin was publisher of Crowell's American from 1951 to last July, when the "publisher system" was eliminated by Paul Smith, president of Crowell-Collier. Also affected by the move at that time were Edward A. Anthony, publisher of Collier's, and W. A. H. Birnie, publisher of Woman's Home Companion (AA, July 12, 1954).

Crowell-Collier said Mr. McPherrin's plans include a vacation abroad, followed by "a new activity to be announced" following his vacation.



**THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS**

**COVER MORE OF MISSISSIPPI
THAN ANY OTHER PUBLICATION**

A. B. C. Circulation (3-31-55)

Morning and Evening 83,572

Sunday 78,680

**THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS**
Mississippi's First Newspapers



now makes plates

for both processes
in America's finest
photoengraving plant
at Lake Street
and Wacker Drive



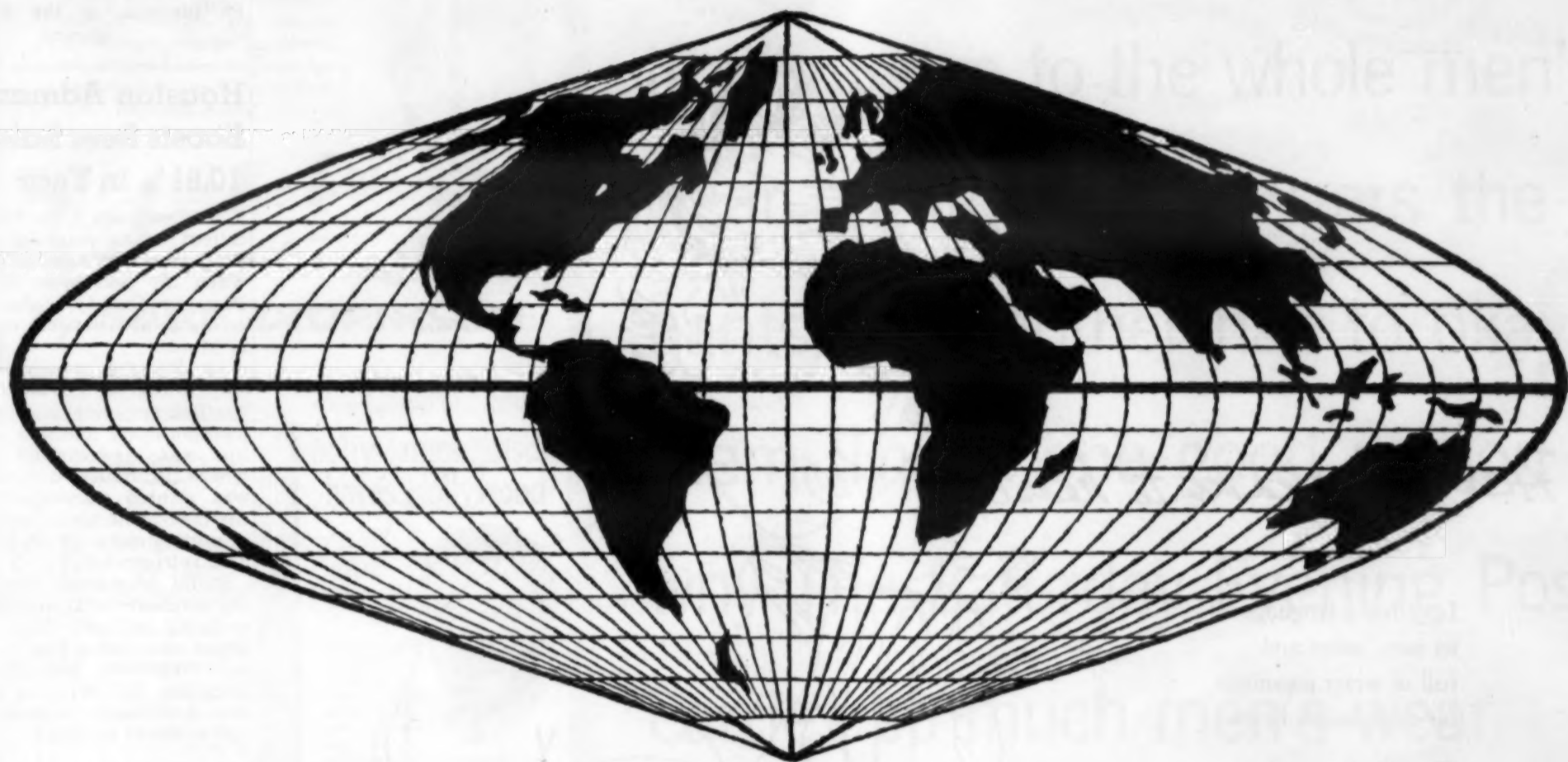
**COLLINS,
MILLER &
HUTCHINGS, INC.**

LETTERPRESS • GRAVURE

333 West Lake Street at Wacker Drive • Chicago 6

The
New Yorker

really
gets
around!



From Texas to Tasmania*, native customs include the weekly shopping tour through the advertising pages of The New Yorker. The New Yorker really gets around—every issue finds its way into 4,000 cities and communities all over the U.S. and overseas. Through The New Yorker you reach New York-minded people from River Rouge to the Red River. You sell the people other people follow.

*In Tasmania: twelve swashbuckling subscribers to The New Yorker; in Texas: 7,656 buy it.



THE
NEW YORKER

No. 25 West 43rd Street, New York 36, New York

Southern Dyestuff Appoints & Cairns, New York, to handle advertising for its Denivat Everblue dyestuffs.
Southern Dyestuff Corp., Charlotte, N. C., has named Anderson

in MONTREAL

The Star is your logical English paper

... because the Star gives you market penetration where it counts — near-saturation coverage of Montreal's English households plus evening, family readership in the home.

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

TV Sponsors Face 'Gunplay' as Zenith Issues Small Arms

CHICAGO, June 22—"When you sell me that, smile!"

Zenith Radio Corp.—whose incessant pay tv cannonade has long since made sponsors gun-shy—has turned to small arms in a way calculated to make every commercial announcer as nervous as a gold-rush piano player.

Latest product of Zenith's fertile research department is Flash-Matic, an improved electronic weapon which can attack commercials in several different ways.

■ No wires are involved. The viewer, from across the living room, aims a trigger-operated flashlight at one of four sensitive spots on his new set. With one "shot" he can turn the set on, with another switch channels, with a third knock the sound out of a commercial and with a fourth turn

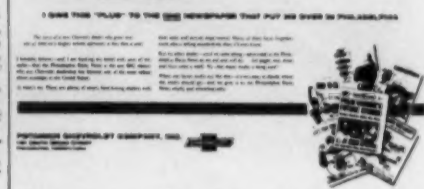
the sound on again or the set off. All this without leaving his popcorn.

Fortunately for napping tv sponsors, Zenith's '56 price range on its nine Flash-Matic models (\$400 to \$1,400) should stand off all but the more hardened gunmen. However, Leonard C. Truesdell, v.p. and director of sales, reports that a week after the introduction, set orders from distributors are up nearly 20% above a year ago.

Advertising plans have not been announced yet, though the big consumer push probably will start next fall. There's still time for advertisers to develop the ultimate counterweapon—a "quickie" spot—so quick that only an armchair Bat Masterson could drop it.

Malap Changes Name, Moves

Malap Advertising Agency, Kansas City, Mo., has changed its name to Richard Lane & Co. Simultaneously with the change of name, the agency has moved into its own building at 307 W. 14th St.



GRATITUDE—Vic Potamkin, Philadelphia Chevrolet dealer, was so impressed with the results he has been getting with his two-pages-a-week ad schedule in the Philadelphia Daily News that he took this full-page ad in the June 16 Wall Street Journal to praise the newspaper. He started in business in March, 1954, and says that the News helped make him "one of the most talked about successes" in the U. S. Petrik & Stephenson, Philadelphia, is the Potamkin agency.

Houston Adman Boosts Beer Sales 10.81% in Year

(Continued from Page 2)
cellent selling point for his product, midway through the campaign, when the beer won the coveted Premium Quality Medal of Leadership in international competition in Munich.

Mr. Wilhelm revitalized markets for the beer at the same time. He shuffled personnel and overhauled transportation methods. Advertising was concentrated in areas where population was thickest. It was slanted particularly toward the take-home trade, with the idea of putting more GP-20 into household refrigerators.

Radio programs were aimed at the perimeter of Grand Prize's advertising territory. Since the programs were being heard in Louisiana, Oklahoma, New Mexico and Arkansas, Mr. Wilhelm appointed new distributors in those areas to add to the 65 in Texas.

■ During the first year of the campaign, 22 of the 65 Texas distributors showed sales gains of from 10% to more than 100%. In Houston, the beer climbed from fifth place to third. The company now sells more beer in Shreveport than in its old Fort Worth and San Antonio territories combined. Operating costs dropped 20%, reflecting increases in both sales and operating efficiency.

Howard Hughes Enterprises, owner of the brewery, has approved a five year ad program set up by Mr. Wilhelm. It starts with a program to popularize the abbreviated name. And one phase of it contemplates capacity operation of 500,000 barrels a year by the end of 1957.

R. I. Broadcasters Elect

H. William Koster, general manager of WEAN, Providence, has been reelected president and general manager of the Rhode Island Radio & Television Broadcasters Assn. Other officers elected include Milton E. Mitler, president and general manager of WADK, Newport, v.p., and E. James McEnany Jr., WNET-TV, Providence, secretary-treasurer.

Ward Names Small Agency

Ward Machine Co., Brockton, Mass., has named William J. Small Advertising Agency, Boston, to handle its account. The company previously placed direct.

Heart Speaks to heart

Love has a language all its own, sweet and full of secret meanings for each lover's heart.

That De Beers advertising successfully interprets the language of love is evidenced by the continued rising level of diamond sales.

When our association with De Beers Consolidated Mines, Ltd., began in 1939, diamond sales averaged about a quarter of a cut carat for each marriage. Today the diamond sale per marriage is about two-thirds of a carat — up more than two and a half times.



N. W. AYER & SON, INC.

Philadelphia, New York, Chicago, Detroit

San Francisco, Hollywood, Boston, Honolulu

Today is Post day

Reprinted from The New York Times, Tuesday, June 21, 1955

There never was
a woman like

THE BABE!

She broke three world's records in the '32 Olympics and was named All-American in basketball while still in her teens! Baseball, billiards, tennis, golf—you name it and the world's greatest woman athlete can do it, and *win* at it. What is she really like? What sort of home life does her athletic schedule allow her? Now, in her own words, she sorts the myths from the facts and tells her side of the fabulous story—from her early childhood to her recent comeback after a battle with cancer.



This Life I've Led

by **BABE DIDRIKSON**

A new story
by the author of
**THE TEAHOUSE
OF THE
AUGUST MOON**



Bosko Kovalski sneaked under the Iron Curtain, only to end up in darkest Detroit—Hamtramck! For his baffling, and hilarious, adventures in the land of capitalism—be sure to read *End of the Rainbow!*

by **VERN SNEIDER**

Why James Mason
hates **Hollywood**
—and
vice
versa!



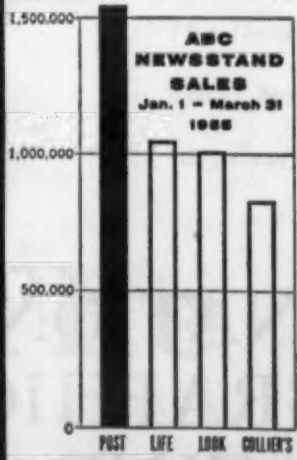
He says the place has made him a "hack actor" and he "never wanted to be an actor in the first place." Yet in the past eight years he's managed to earn nearly \$2,000,000—and the hearty dislike of the majority of the film colony. Richard G. Hubler tells how—and why—*He Makes Hollywood Mad.*

They should call it **CRIMES SQUARE**

It's less than one square mile in area. Yet New York's 14th precinct (from Times Square to 27th St.) is the happy hunting ground of the biggest concentration of con men, payroll bandits, dope peddlers and second-story men in the country. Here's a cop's-eye view of *The World's Busiest Police Beat*—where bandits walk (don't run) away with their loot! (Article by Stanley Frank.)



BEST SELLER



A CURTIS MAGAZINE

father. Sunday was Father's Day. It is now his privilege to wear (and pay for) the tie his family picked out. And that's a clue to the whole men's wear business. Dad wears the pants, but Mother has to okay them. That's one good reason why The Saturday Evening Post carries so much men's wear advertising. It is the family magazine read by men and women equally*—and with equal confidence. The Post gets to the heart of America.

*Post audience: 50.5% male, 49.5% female (SOURCE: The Measure of a Magazine).

WGN-TV Festival Hacks Way Through Package Film Jungle

CHICAGO, June 23—Yesterday for the fourth straight year, WGN-TV cleared a path for agency time buyers through the jungle growth of syndicated tv films—and more than 300 buyers, account execs

Book Manuscripts Invited

Looking for a publisher? Our illustrated booklet tells how we can publish, promote and distribute your book, as we have done for hundreds of other writers. All subjects considered. Especially interested in business and related topics. New authors welcomed. Write today for Booklet AG. It's free.

VANTAGE PRESS, Inc., 120 W. 31 St., N. Y. 1
In Calif.: 6253 Hollywood Blvd., Hollywood 28
In Washington, D.C.: 1010 Vermont Ave., N.W.

and clients' representatives earnestly followed its lead.

The occasion was WGN's Film Festival, which the station held two months earlier than usual to give the admen more time to make their fall selections.

The showcase operation which the station inaugurated in 1952—and which stations in other markets are beginning to imitate—is becoming an established institution here. It is also a good will builder: Most admen are grateful for the chance to size up the fall film market in a quick, painless and pitch-free manner.

■ This year, as previously, the film prospectors saw carefully-edited synoptic selections from

about 30 films which WGN chose out of a much larger number submitted. The station's film department goes all-out on this promotion, spending three or four months each year obtaining films from producers and distributors, reviewing them and cutting them to about 10 minutes each.

This year's selection was wide, ranging from "Mad Whirl," a hectic roller derby sequence (National Telefilm Associates), to "I Spy," espionage-through-the-ages series starring Raymond Massey (Guild Films). Most of the entries were new this year, some brand new. Among them:

Ina Rae Hutton and an all-girl orchestra (Guild), a vidfilm version of "Gangbusters" (General Teleradio), "Judge Roy Bean" (Quintet Productions, Hollywood), "Police Hall of Fame" (E. Hugh J. Davis, Chicago), and "Behind the Scenes," comedy series done by Studio City, the tv arm of Republic Studios.

■ WGN-TV's place in all this is

well defined. Affiliated with DuMont, it is practically out of the network field, has become a pre-eminently film-and-local station. Especially in the prime evening hours it figures that any stimulation of film sales is bound to result in a better-than-even sales break for itself.

Last year's festival demonstrates this nicely. "Last year, we could definitely trace 11 contract sales on products we exhibited," a WGN-TV official told AA. "We got six of them, leaving five for the other three stations."

Milwaukee Adclub Elects

Richard G. Wells, president of Wells Badger Corp., has been elected president of the Milwaukee Advertising Club. Other officers elected include George L. Staudt, advertising and sales promotion manager of Harnischfeger Corp., v.p.; James W. Murphy, Allis-Chalmers Mfg. Co., secretary, and Frank V. Birch, chairman of Klau-Van Pietersom-Dunlap, treasurer.

50% of Men, 25% of Women in U. S. Smoke Daily, Census Finds

(Continued from Page 1)

500,000 smoke more than two packs a day.

In addition to the 38,000,000 "regular" smokers, the release says there are 2,000,000 others who smoke cigarettes occasionally.

While the survey covers cigar and pipe smoking in the same detail that it covers cigaret smoking, the release reveals only that 2,500,000 men smoke one or more cigars daily, and that another 7,500,000 smoke them occasionally. It says 3,500,000 men smoke a pipe regularly and an additional 4,500,000 smoke a pipe occasionally.

According to the most recent estimates of the Department of Agriculture, on the basis of tax returns reported by the Internal Revenue Service, 373 billion cigarettes were consumed in the U. S. in the federal fiscal year that ends June 30. This compares with 378 billion in the fiscal year that ended June 30, 1954, and 397 billion in the preceding fiscal year.

■ Public Health Service reported that an estimated 1,500,000 men and women stopped smoking cigarettes entirely since the fall of 1953, with the number of "quits" particularly heavy among those under 45. Between the fall of 1952 and fall of 1953, just before the "lung cancer" discussions first became widespread, the number of quits was about 600,000, the release says.

"It should be remembered, however," Public Health cautions, "that some of those who quit smoking recently may start again at some future date."

Among the information culled from the survey which has been released at this time is the statement that 34,000,000 of the total adult male population of 50,000,000 either regularly or occasionally smoke cigarettes, cigars and/or pipes. About two-thirds of these men reported they smoked before they were 20, and most have been smoking regularly since then.

Public Health Service says the survey shows that there are larger percentages of smokers among the men of the 25 to 64 group than among those below or above those ages. Greater diversity in smoking practices among women was disclosed, ranging from 35% of the 25-34 group, to only 4% of those 35 and over.

■ Other results show that non-farm men are heavier smokers than those who live on farms and white men smoke more than non-whites. "In the South, for example," the Public Health Service said, "about 25% of the white men who are cigaret smokers use over one pack a day, whereas only about 12½% of the non-whites smoke this much."

Market Research Council Awards Student \$100

The Market Research Council, New York, has chosen Richard Kirwan Ferguson, 24-year-old track star at the University of Iowa, winner of the top award in its second annual competition for students in marketing research. His prize was a \$100 cash award and a trip to New York for a special meeting of the Council June 24.

Mr. Ferguson's entry was titled "A Study of Possible Mill Production for the Johnson County Farmers' Assn." Other winners who received \$100 awards were Edward A. Allen, Marquette University; John L. Hartl Jr., University of Wisconsin; Robert A. Lenberg, Brigham Young University; Marjorie Eleanor McKimm, Queen's University, and Sanford William Weiss, Northwestern University. Cash awards of \$25 were also made to six other students.

FOR RELIABLE REPRESENTATION
IN THE SURGING SOUTHEAST
The Dell Men's Group
Retains **The Dawson Company**
Publishers' Advertising Representatives
905 Chamber of Commerce Bldg., Miami 32, Florida

More and more advertisers are feathering both their caps and nests by discovering what a powerful mover of goods today's National Geographic Magazine has become.

There are five important facts that make their high-flying results possible:

- (1) *National Geographic* readership has never been larger. Present circulation tops 2,000,000 families—up 70% since 1946!
- (2) *National Geographic* families have never had more to spend. Our latest survey shows median income at \$6,593—about 25% above national average!
- (3) *National Geographic* advertising volume goes up and up. The first half of 1955 is 17% over the same period of 1954!
- (4) *National Geographic* roll-call of advertisers keeps growing. Latest count shows 37 NEW ones added already to the 1955 list!
- (5) *National Geographic* reader loyalty has reached new highs. Voluntary renewals by member subscribers are at 87.4%—with no circulation inducements used! Median length of readership is now 10.7 years! And 98% of all *National Geographic* families keep their back copies or pass them along to others!

want a
feather
in your
cap?

These are potent portents of success to keep any advertiser's wings a-flapping with excitement. To them, you must add the pleasant fact that the vast *National Geographic* audience is available at a cost that's a real model for media economy! Ask us for the full 1955 *National Geographic* success story—and get ready to befeather your own cap most profitably.



THE NATIONAL GEOGRAPHIC MAGAZINE

Washington 6, D.C.

reaching more people
for more advertisers than ever before!

"Let those who will have their gimmicks, their pogo sticks, their insurance schemes, their tangle towns and their charity tie-ups; give me as a publisher, a newspaper that prints news fully, fairly and fearlessly and comments upon it intelligently and I will take my chances on circulation and advertising."

From a talk by Mark Ethridge, publisher of the Louisville Courier-Journal, at University of Michigan School of Journalism, February 11, 1955

DETROIT NEWS LEADERSHIP IN CIRCULATION AND ADVERTISING CONFIRMS THESE BASIC NEWSPAPER PRINCIPLES

FIRST IN CIRCULATION

The News Leads in Both Weekday and Sunday Circulation
—in Total as Well as in the 6-County Trading Area



	WEEKDAYS	SUNDAY
THE NEWS	456,189	563,038
Lead Over Free Press . .	22,915	79,085
Lead Over The Times . .	47,227	25,660



	WEEKDAYS	SUNDAY
THE NEWS	442,304	504,005
Lead Over Free Press . .	103,986	177,543
Lead Over The Times . .	63,601	115,768

ABC Publishers' Statements for 6-months' period ending March 31, 1955

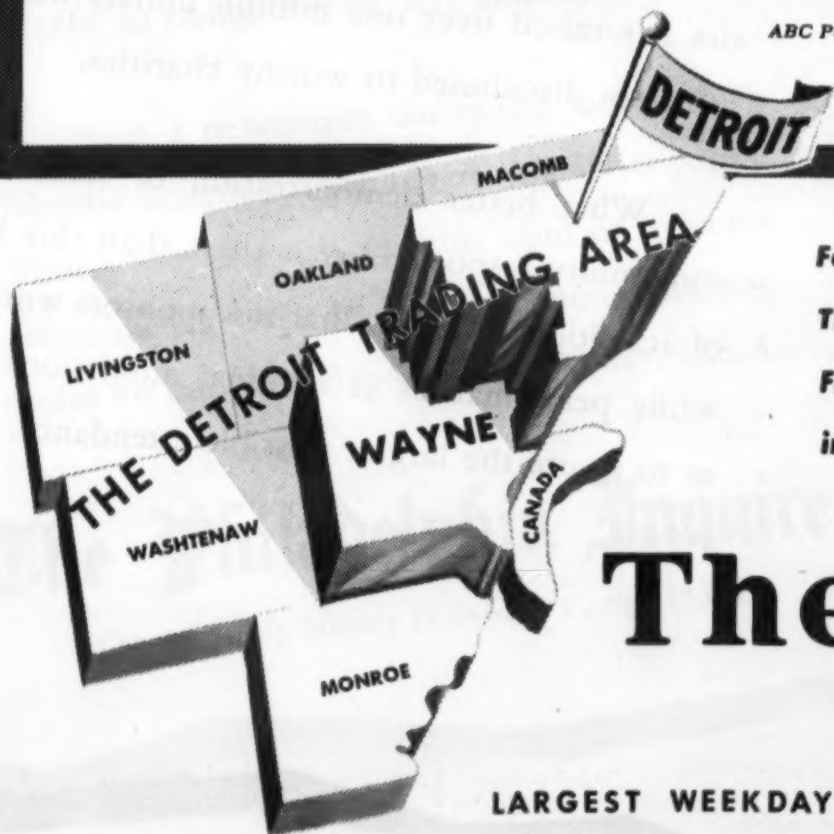
This is the policy to which The Detroit News has faithfully adhered and which, despite the excursions of its competitors, has brought it both circulation and advertising leadership.

Every copy of The Detroit News is bought and paid for because someone wants to read it. Its circulation statement for the six months' period ending March 31, 1955, reflects the preference of Detroit area residents for a good newspaper.

The Detroit News, as the publishers' statements to the ABC indicate, leads in total circulation both weekdays and Sunday. More importantly The News has the largest circulation in the productive six-county \$5 billion Detroit trading area.

This is the important sales-producing area for advertisers . . . and The News' thorough coverage of it is acknowledged by advertisers in every classification, from department stores and real estate to the occasional user of a want ad.

These advertisers in 1954 placed a total of 51 per cent of all their newspaper advertising in The Detroit News, The Free Press carrying 25 per cent and The Times 24 per cent. The same ratio is being maintained in 1955.



For over a third of a century
The News has been one of the
FIRST ten American newspapers
in advertising linage!

The Detroit News

THE HOME NEWSPAPER

LARGEST WEEKDAY AND SUNDAY CIRCULATION OF ALL MICHIGAN NEWSPAPERS

*Eastern Office: 110 E. 42nd St., New York 17 • Miami Beach, Florida: The Leonard Co., 311 Lincoln Road
Chicago Office: 435 N. Michigan Ave., Tribune Tower, Chicago, Ill. • Pacific Coast: 785 Market Street, San Francisco, Calif.*



Jan. 5-6-7
Masters Tennis Tournament



Jan. 5-6-7
Caine Mutiny Court Martial



Jan. 17
Detroit Symphony



Jan. 22
Track Meet
(10th Annual Indoor)



Mar. 19
Hollywood Ice Revue



Mar. 29
Stuttgart Chamber Orchestra



Apr. 9
Musical Americana



Apr. 19-20
José Greco



Oct. 14
Old Vic Company



Oct. 21-23
Ballet Russe



Oct. 30
Children's Choir



Nov. 8
N.Y. City Opera Company



Nov. 8
Metropolitan Opera Telecast



Nov. 9
Egyptology Lecture

Events Sponsored in 1954

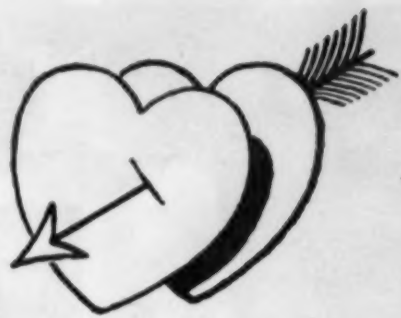
and this, too, is

Virtually every facet of intellectual activity—of show business—of sports . . . meets harmoniously and successfully every year on The Philadelphia Inquirer Charities, Inc. calendar of events. And Delaware Valley, U.S.A. benefits. Because, since its inception, Inquirer Charities has raised over one million dollars which has been distributed to worthy charities.

What better demonstration of sustained community responsibility is there than this list of activities? Inquirer Charities sponsors worthwhile performances at nominal admissions so as to assure the largest possible attendance.



Jan. 27
Warfield-Price Recital



Feb. 13
Fred Waring Valentine Party



Feb. 16
Cleveland Symphony



Feb. 26
Les Compagnons de
la Chanson



May 10
Liberace



June 11
Music Festival (10th Annual)



Aug. 19
Football Classic
(17th Annual)



Oct. 1-2
Music Circus

community service

Response to The Inquirer—its news, its features, its sponsored events—assumes the stature of a tradition in Delaware Valley. The Inquirer stirs its readers to emotion and action by consistently displaying sincere interest in them and in their needs. This wholehearted service, added to informative news presentation, is considered an obligation by The Inquirer.

Such a newspaper elicits the same warm, friendly acceptance for advertising in its pages. Your advertising can win this kind of welcome seven days a week in Inquirer homes, starting point for sales action in Delaware Valley, U.S.A.

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U.S.A.



Nov. 11
Philadelphia Orchestra



Nov. 29-30
Ballets Espagnols



Dec. 2
Amsterdam Symphony



Dec. 5
Victor Borge



Dec. 7
Agnes Moorehead



Dec. 9-10-11
Caine Mutiny Court Martial

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-5200), 480 Lexington Ave., New York 17 (Plaza 5-0404), National Press Bldg., Washington 4, D. C. (RE 7-7459). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

Editor, S. R. Bernstein
Executive Editor, John Crichton
Managing Editor, Jarlath J. Graham
Assistant Managing Editor, Don Morris
Washington Editor, Stanley E. Cohen
Feature Editor, Emily C. Hall
Associates: New York: Maurine Brooks
Christopher, Charles Downes, James V. O'Gara, Lawrence Bernard, Milton Moskowitz, Chicago: Murray E. Crain, Al Stephanides, Lambert S. Bolts
Staff Writer: Shirley Ullman
Editorial Production, F. J. Fanning
Librarian, Elisabeth G. Carlson
Correspondents in All Principal Cities.

ADVERTISING

Advertising Director, Jack C. Gafford
Manager Sales and Service, G. D. Lewis
Assistant Manager Sales and Service, William Hanus
Advertising Production Manager, George F. Schmidt
New York: James C. Greenwood, John P. Candia, Harry J. Hoole, David J. Cleary Jr., Louis DeMarco, William Laurie
Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey
Los Angeles (17): Simpson-Reilly Ltd., 1709 W. Eighth St., Walter S. Reilly, Pacific Coast Manager, Gene A. Fruhling, James March
San Francisco (3): Simpson-Reilly Ltd., 703 Market St., Richard McCarty, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Annual Wages and Marketing

The possible effects of the guaranteed annual wage, now a reality in the automobile business, on marketing and advertising practices has been pointed out by numerous writers and commentators on the business scene.

Yet we wonder how many advertising and marketing men have seriously thought of GAW as an influence of real potency in connection with the work they do.

A few weeks ago, the Magazine Advertising Bureau released a study on the seasonal factors in advertising. The study was startling in at least one aspect: It demonstrated that while seasonality is becoming a less important factor than it once was in most business lines, advertising shows every sign of being more seasonal in character than ever.

The study covered recent years in which guaranteed annual wages were merely a dream. It demonstrated that even without this particular device, business was ironing out seasonal peaks and valleys, sometimes at an astonishing rate, whereas advertising thinking gave every sign of being more firmly rooted than ever in the notion that expenditures ought to be concentrated in certain periods of the year.

Now the guaranteed annual wage, even though it is present on a wide scale only in the automobile industry at the moment, is certain to induce manufacturing—and hence marketing—patterns to come as close as possible to a flat line throughout the year. And that means that advertising expenditures and promotional activities must also move toward a flat line throughout the year if these vitally important activities are to be carried on most sensibly and most economically.

The 39-week radio or television program; the skip-the-summer-months and don't-run-during-the-Christmas-January-period kind of thinking must disappear. Production is now a year-round activity. So is consumption, and buying for consumption. And so must be advertising and selling.

On Reading and Thinking

Current management practice seems to be tending more and more toward what might be described as capsule thinking. Every executive wants "the facts," but he wants them boiled down to a sort of double-distilled essence.

It is becoming more and more fashionable, under what professes to be the urgency of day-to-day affairs, to have others do the reading and the investigating, the studying and the recommending. This makes excellent sense, up to a certain point. But beyond that point, it becomes clearly nonsensical.

The executive who has no time to read anything except what is brought to his attention by his secretary or his librarian or his department heads has, to an almost total extent, surrendered his information sources to these subordinates. He has no way of knowing what he is missing, nor how subtly his own mental processes may be influenced by the mental processes of those who do the selecting for him.

Even more open to criticism, however, is the growing practice of insisting that reports must be "boiled down," and condensed sometimes to the point of practically disappearing. A researcher spends months or even years on a project; if his final report does not include a summary that fits on a single page, he is likely to have it tossed back at him as too long-winded.

Enormously important business decisions are frequently made on the basis of reports which have an assessment of the facts, but which omit all the subtle nuances which give meaning and substance to the facts. Not all business decisions can be made on the basis of a single-sheet report. Some require long and serious and complete study. And a short report is not always the best one on which to base a decision.

Gladys the beautiful receptionist



—Nancy I. Phillips, managing editor, Inplant Food Management, Chicago.
"So I told him, 'Sure it's two color—black and white.'"

What They're Saying

Business Has Stake in Private Education

There is serious need for wide publicity of the fact that public education doesn't cost less and may cost more [than private education]. The large proportion of educational cost that the student, or his parents, do not pay in tuition to the public institutions is paid by increased taxes and, as a future taxpayer he will shortly join his parents in such payments.

Many business firms must be shown that if they do not voluntarily go to the financial aid of higher education, it is certain that they will be providing more financial support for higher education, involuntarily, through higher taxation. If you will aid in awakening people and firms to the economic facts, your assistance will be of tremendous value.

—John T. Rettalata, president, Illinois Institute of Technology, Chicago, in an address before the Chicago chapter, Public Relations Society of America.

Militant Program Need

The Bureau of Education on Fair Trade, together with all the many friends of the cause, need to become more vocal and more militant in their activities in its behalf, if the anti-fair trade movement is to be halted and fair trade retained as a basic factor in the marketing of trade-marked merchandise.

The public is being fed a vast amount of anti-fair trade propaganda. Just recently, Fred B. Lazarus, president of the Federated Department Stores, was quoted in the *New York Times*, as follows: "Undoubtedly, there is developing an attitude toward 'fair trade' like that toward Prohibition in its last

days... There may have been some good in both when they began but the uses made of 'fair trade' recently have not been for the public good."

The Department of Justice, acting through the Attorney General's committee to study the anti-trust laws, is flooding the country with anti-fair trade statements which can be expected to weaken fair trade among large segments of the country.

Fair trade has a story that needs to be forcefully told and retold. It has been beneficial to consumers, it has held prices down, and curbed predatory competition in the interest of all.

But the story must be told and retold!

—Editorial in *Drug Trade News*, June 6 issue.

PR's Job

That the level of public expectation has grown so tremendously over the past few years—and that the realization or disappointment of such expectation channels so rigidly the flow of the spending dollar—is more than a small tribute to the enlargement of skilled public relations programs.

You see, the more we court the public, the more the public expects to be loved. And, the more the public looks for other suitors of its energy, enthusiasm, and wealth to be equally effective. The geometric representation of this condition is a circle—a non-vicious circle—which is bringing the desires of the public and the objectives of business closer and closer together.

—J. H. Smith Jr., public relations, Chrysler Corp., and outgoing president, American Public Relations Assn., speaking at the group's convention in Washington.

Rough Proofs

Pre-cooked dinners were offered in greater number at the grocers' convention, reports the world's greatest advertising journal.

Begins to look as if the gals will get a little more time for their golf.

Randolph Associates, a new Wellesley agency, has been attracting a lot of attention with a campaign on "Things are really cooking in New England."

It's news when an agency starts spending its own money for advertising.

The new Pacesetter, made by a Japanese firm, is described as a sewing machine that thinks.

And it appears to be able to do practically everything but cook.

Some publisher members who realize that the organization issues reports on more than one medium continue to refer to it as the Audit Bureau of Circulation.

"Why do people who don't have babies buy 20% of the baby food sold in Chicago?" asks the *Tribune*. Maybe they just want to baby themselves a bit.

"Visitors by the million jam Florida's breeze-cooled Gold Coast all summer long," says a Miami newspaper promotion.

And if Arthur Godfrey keeps pitching, there'll be even more.

The criticisms of the U. S. Information Agency contained in his book, "Billions, Blunders and Baloney," are correct, insists Gene Castle.

Anyway, the controversy in Congress hasn't hurt sales of the book at all.

W. N. Mackey says Scots don't like to be portrayed in advertising as stingy.

But wouldn't a Scot agree that to be thrifty is a virtue?

Walter O'Malley of the Brooklyn Dodgers says baseball can't survive without pay tv.

And of course it will help to have a little advertising thrown in.

Gene Wedereit has just been promoted to advertising director of National Cylinder Gas, and hopes his friends won't say he's now hitting on all six.

A Hollywood agency man says "he knows the advertisers' problems and the talent attitude and has successfully married them both."

Bigamist!

Tom MacGowan cites the absence of a "well-rounded literature" to show advertising and market research is still unscientific.

He probably doesn't consider all those speeches at advertising conventions as literature.

Gene Sarazen wrote an interesting magazine story to prove that Gene Littler and not Ben Hogan would win the National Open, but it took a play-off to make him right about Hogan.

COPY CUB.



More brides read



Good **H**ousekeeping **and**



believe Good **H**ousekeeping



than any other magazine

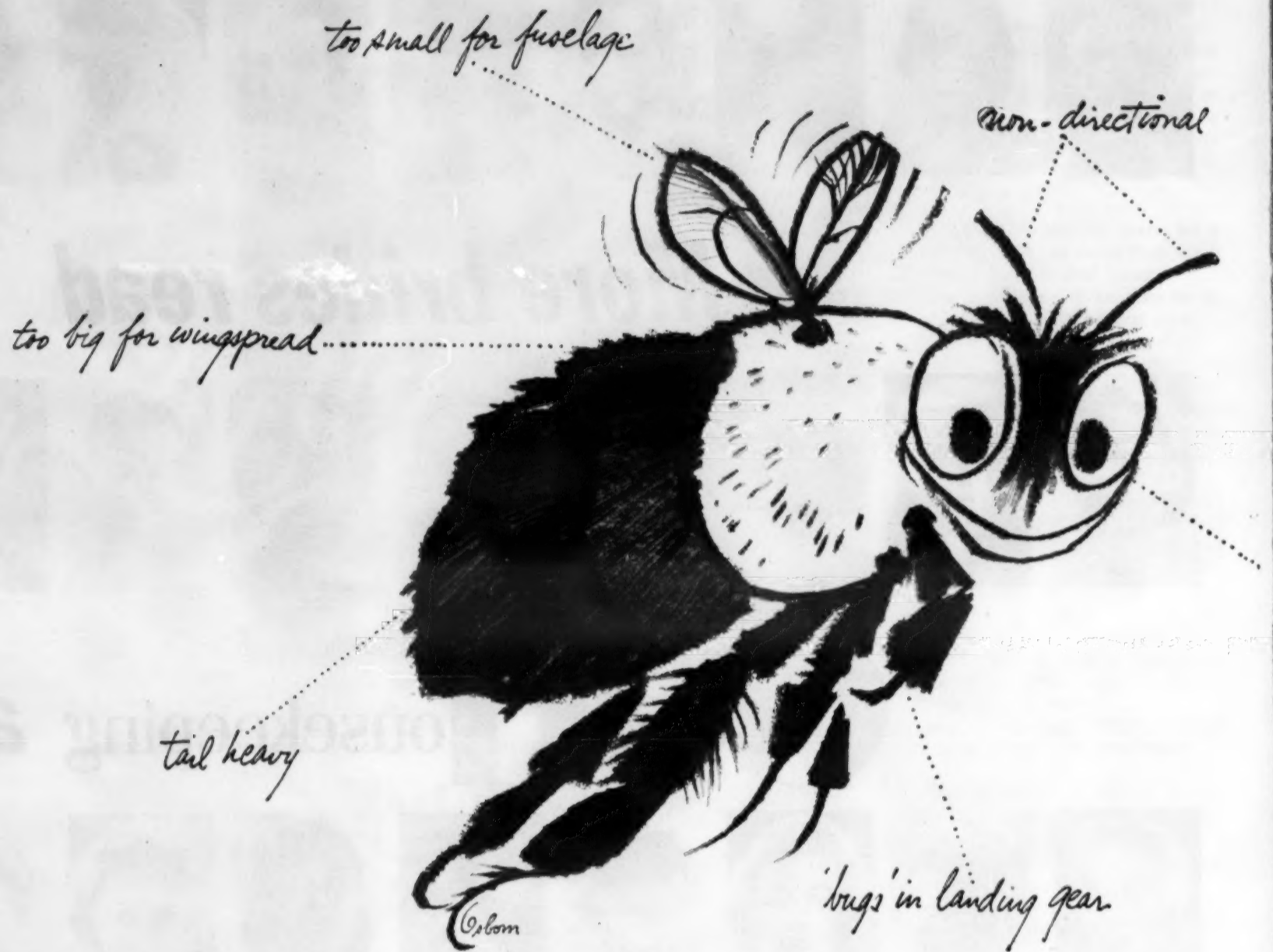
They told us so. R. L. Polk recently sent a questionnaire to 8,018 brides who had been married in January or February of this year. Three questions were asked: (1) What magazines do you read regularly? (2) Is there any one in whose advertising pages you have particular confidence? (3) As a new home-maker, from what magazine do you expect to get the greatest help?

In every instance*, GOOD HOUSEKEEPING led all

other magazines. More brides read it, more brides trust it, more brides plan to live by it. When you advertise in GOOD HOUSEKEEPING, you not only get more coverage in the Brides' Market, your advertising also has more believability, stands a better chance of being acted on. For complete details, write, wire, phone to see the 1955 Bride Survey. GOOD HOUSEKEEPING, 57th St. at 8th Ave., New York 19, N.Y. *Life tied Good Housekeeping on Question #1 above.

Women know—the product that has it, earns it





The "experts" who long ago proved that bumblebees can't fly have been examining network radio. It too, they say, is "aerodynamically unsound." But the bees aren't taking it sitting down. And neither is network radio. Why should it, when...

Network radio is accounting for 130,000,000 advertising dollars a year.* Soft goods dollars, hard goods dollars. Dollars from companies just beginning to advertise nationally. Dollars from companies whose advertising budgets and experience are legendary. In fact 20 of the 25 biggest advertisers are using network radio in 1955. *12 months through March 1955. Time only.

Network radio continues to be the most efficient way to reach customers. It takes an advertiser's message to a thousand people at less cost than any other medium. Less than magazines, newspapers, tele-

vision. And in many new radio formats a network advertiser can reach listeners in the evening at a cost that's lower than before television came along!

People have 111,000,000 places to listen. (The story of radio keeps coming back to boxcar figures.) Around the house alone, there are nearly 75 million working radio sets: 25 million radios in living rooms, 22 million in bedrooms, 16 million in kitchens, 4 million in dining rooms, 7 million in other places.

Radios today are scattered in so many different places throughout the home that only 14 million sets—mostly in living rooms—have to double up with the TV set.

With radio now so handy it's only an arm's length away, is it any wonder that nine radio families out of ten tune in every week. That on the average...

TV in '35

The War in Washington
Committee Studies Bo

Efficient
WOOD BURNING CO

USE THE GREAT "CAT"
Contact our live...
Daily show...
October 2 to 12 to
521
Kitchen Equipment...
For information about...
phone May & W...
Washington St., Chicago...

Light-headed

They spend more than 17 hours every week with their radios. And that's just the listening that goes on at home. Add 26 million sets in automobiles, where the listening's only begun to be measured. Add another 10 million sets in places people go to work, shop, eat, where the turnover is so high nobody even tries to keep track of all the listening.

They tune most to network programs — to the kind of entertainment that only networks can support, the kind of programs that make radio worth while: At night, listeners want Amos 'n' Andy, Jack Benny, Bing Crosby, Our Miss Brooks, Edward R. Murrow,

Lowell Thomas. During the day, Arthur Godfrey, Ma Perkins, Wendy Warren.

Even in the biggest television cities, people prefer *network* radio. Of the top radio programs in TV's 24 largest markets, 89 per cent come from networks, 10 per cent originate locally at network stations, and 1 per cent come from independents.

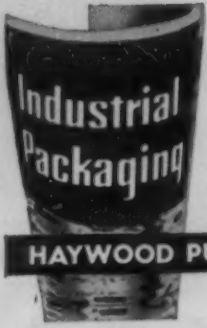
Their favorite network is CBS Radio. Listeners spend more time with CBS Radio. Advertisers do, too. In volume of business this year through March, CBS Radio leads its busiest competition by 51 per cent.

CBS RADIO NETWORK

Where America listens most!

Where advertisers get most for their money!

Where audiences get most for their time!



different
because it is a
specialized
magazine serving
the specialized
needs of a big
specialized field..
★ send for market
story, sample copy

HAYWOOD PUBLISHING CO

22 E. HURON ST.
CHICAGO 11, ILL.

This Week in Washington...

Committee Studies Role of TV in '56

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 23—The Senate election committee's proposal to liberalize the ceiling on political spending hasn't eased the concern here about tv's role in the 1956

political campaign.

Regardless of party, congressmen are worrying about the war chests needed to match time buying of the enemy camp. And they are fearful broadcasters will refuse to clear prime time, even if funds are available.

On the other hand, broadcasters view the prospective influx of political money with misgivings. They hate to say no to candidates who will eventually be in Congress; yet they know their commercial schedules will become shambles, and their audiences decimated, as politicians scramble for time.

Sen. Warren Magnuson (D., Wash.), who is chairman of the Senate commerce committee, handling tv legislation, mops his brow and predicts substantial revision in the law governing political broadcasts—free or paid—before the 1956 campaign rolls around. He

is interested in the idea proposed by CBS' President Frank Stanton for debates—a la Lincoln-Douglas—featuring major candidates on free public service time. But he is not sure this is the full answer.

Sen. Magnuson hopes a non-profit organization, such as Brookings Institution or the Ford Foundation, will make some studies. Meanwhile he wants to hear from broadcasters and others who have ideas which will result in effective political broadcasts—fair to all candidates and with minimum damage to normal tv fare.

FTC appointment suspense: Democrats on the Senate commerce committee intend to let William C. Kern's nomination to the Federal Trade Commission mellow for a while. They admire Mr. Kern (a Democrat). But they resent his replacing their old friend, former Sen. Jim Mead.

They claim they are giving the administration time to examine legal issues raised by former Commissioner Stephen Spingarn, who

contends Mr. Kern is barred from passing on any case now before the commission, because he has been assistant chief of litigation, in charge of preparing and prosecuting cases.

The Democrats promise a vote before Congress adjourns, but add that there is no hurry. "After all, Jim Mead's term runs until Sept. 30," they point out.

Clouded economic outlook: Business barometers show continued increases in consumer income and expenditures, and some experts, including the U. S. Chamber of Commerce, are extending their optimism beyond 1955 into 1956. Autos and home building, however, two of the key factors in the current business boom, have been flashing danger signals. Inventories of unsold 1955 cars, now in excess of a month's production, are beginning to attract attention. Moreover, recent government releases reflect a tapering off in the rate of housing starts. Talk is in terms of 1,300,000 units for the year, instead of the 1,400,000 visualized in the first quarter.

Home construction is still at a rate well above 1954, and second only to 1950. But slowdowns have been experienced in the north central region and the West, and there is a shift toward costlier homes.

Tariff 'nullification': President Eisenhower has signed the bill extending the reciprocal trade treaty program for three more years, but O. R. Strackbein, lobbyist for the protectionists, has warned that the President better regard the bill as "in the nature of a reprieve."

As it went to the White House, the compromise retained the right of the President to veto escape clause recommendations of the Tariff Commission. However, the escape clause is rewritten to make it easier for U. S. industries to prove their need for relief.

"If nullification of the escape clause continues at its present rate," Mr. Strackbein says, "there will be a move to eliminate the Presidential veto next year. 'Next time,' he said, "all the tender solicitude, caressing care and motherly love of the White House, the House Democratic leadership and the women's organizations will not save the trade agreements program from facing the world of reality."

Business giveaway: Capitol Hill's new house organ, a fortnightly called "Roll Call," tells how promotion-minded industries shower samples of their wares on the politically potent. In a recent week, for example, all members of Congress received luscious avocados from California, corn flakes from Michigan, butter from Minnesota and beans from Michigan.

One of the most available outlets for this kind of public relations is a club called the Bull Elephants. Made up of men employed by Republican congressmen, it permits industries to distribute favors at its meetings.

"Connecticut watches were publicized when each Bull received a beautiful Benrus watch just for attending a meeting," "Roll Call" reports. Other favors distributed at Bull Elephant sessions included: Wisconsin cheese, New York champagne, Illinois whisky, Steuben glass, fishing rods, boots, ash trays, and assorted gimmicks.

The biggest letdown came when a member from Detroit drew a record herd of Bulls by promising that one of Michigan's most famous products, beginning with a "c", would be the favor. The throng, which came prepared to drive off in Cadillacs, philosophically pocketed the sample packages of corn flakes.

"After all," said "Roll Call," "the next meeting may be chaired by a member from the Fort Knox, Ky., district."

USE THE GREAT "GATE" of the Golden Dairy Recipe Contest and Live Kitchens at the International Dairy Show, International Amphitheatre, Chicago, Ill. October 8 to 15 to

SELL SAMPLE DEMONSTRATE
Kitchen Equipment, Appliances, Food Products.

For information about Exhibit Space, write or telephone May & Woodhouse, National Reps. 82 W. Washington St., Chicago, Tel. De. 2-3297.



SAN DIEGO IS BIGGER

FOOD SALES

- Miami, Fla. \$193,077,000
- Indianapolis, Ind. 175,207,000
- Kansas City, Mo. 171,200,000
- Providence, R. I. 169,810,000
- Portland, Ore. 167,487,000
- Rochester, N. Y. 157,244,000
- Birmingham, Ala. 142,449,000
- Denver, Colo. 130,473,000
- SAN DIEGO, CALIF. \$193,636,000**

Data Copyrighted 1955 Sales Management, Survey of Buying Power; further reproduction not licensed.

To reach and sell San Diego's BIGGER Food Market—the Evening Tribune and San Diego Union are first choice . . . ranking first and second respectively in comparison with all daily newspapers in key Pacific Coast cities by major grocery lineage classifications.

You, too, can depend on these 2 great newspapers to tell and sell San Diego's 242,500 families.

San Diego Union AND EVENING TRIBUNE

REPRESENTED NATIONALLY BY THE WEST-HOLLIDAY COMPANY, INC.

SAN DIEGO, CALIFORNIA

THE MOST IMPORTANT CORNER IN THE U.S.A.



this is the force of fashion NO. **1** of a series



the
fashion
that
put
men's apparel
in the
BLACK

Fashion begins with the fashion-minded few and invariably results in mass acceptance for a product. Case in point: Charcoal. The bright news in men's apparel is the dark tone in men's suits. Thanks to Charcoal Colors, suit cuttings for the first 4 months of '55 are up 8.5% over 1954... production is perking at 576,000 plus units. NO.

NOTHING SELLS LIKE THE FORCE OF FASHION and nothing sells fashion like **Esquire***

the only
fashion magazine
for men

*Esquire leads all magazines (of equal or greater circulation) in % of audience spending \$500 or more on apparel in last 12 months. (Source: 49th STARCH Consumer Magazine Report)



GRILL OFFER—Kraft Foods Co. is offering this portable charcoal grill for \$1.75 and the label from a quart jar of Kraft Oil. It will be promoted on the company's tv (NBC) and radio (CBS and Mutual) programs, as well as through Nancy Sasser's Buy-Lines. Needham, Louis & Brorby is the agency.

75% of 'American' Readers Earn Over \$4,000, Politz Finds

CHICAGO, June 21—An audience study just completed by Alfred Politz Research for the *Chicago American* reveals that more than 75% of the home-delivered audience of the newspaper is in the \$4,000 to \$7,000 income range.

The Politz study covered 1,116 of the 207,000 households receiving the *American*. Data was collected on the number of males and females by age groups and by position in the household; people working, at what kind of jobs and how much they earned; what income groups own air conditioning units and automatic washing machines; automobile ownership; home owners and renters.

■ It was found that among *American* subscribers there is a large group of unskilled workers whose incomes range over \$4,000. Of the total 207,000 subscribers, 45% own their own homes. Seven out of ten own one or more automobiles, and 7.9% have air conditioning units.

In the \$5,000 to \$6,999 income group, 8.4% have air conditioning, as compared with 17.4% of the \$7,000-and-over group.

Grand Duchess Flies High

Grand Duchess Steaks Inc., Akron, has launched an aerial advertising campaign in the New York metropolitan area. A low-flying airplane with a 250-ft. long sign, seven feet high, which reads "Grand Duchess—Finest Frozen Steaks," will fly over the beaches in New York City, Long Island and Northern New Jersey each Saturday and Sunday, plus Monday, July 4, and Monday, Sept. 5, until the middle of September. Beside the aerial advertising, Grand Duchess Steaks' summer schedule for the New York area includes color ads in Sunday magazine sections, daily newspaper ads, radio, tv, car cards, store displays and store demonstrations.

Crow Buys 'Western Livestock'

Nelson R. Crow Publications Inc., Los Angeles, has purchased Western States Publishing Co., Denver, publisher of *Western Livestock*. Nelson R. Crow will be publisher of *Western Livestock*, which will continue to be published in Denver, with advertising and administrative responsibility handled from Los Angeles. Don Wonacott, advertising manager of Crow, said *Western Livestock* will be sold in combination with *Western Livestock Journal* and the Western Livestock Group.

FAAG Elects Paxson

Howard Paxson, Paxson Advertising Inc., Benton Harbor, Mich., has been elected president of the First Advertising Agency Group.

Other officers elected include Jack Taylor, Taylor-Norsworthy, Dallas, v.p., and Gene Curtis, Patch & Curtis, Long Beach, secretary-treasurer.

'Garry Moore' Adds Three

"Garry Moore Show" has signed three new sponsors, continuing the Columbia Broadcasting System television series on a sold-out

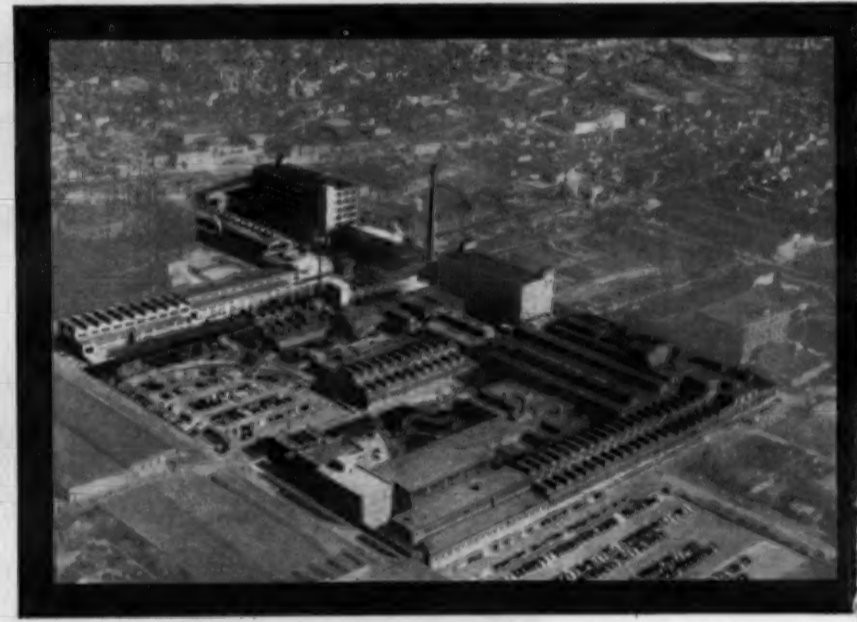
basis. The new participating sponsors are Prudential Insurance Co. of America (Calkins & Holden), S. O. S. Co. (McCann-Erickson) and Toni Co. (Leo Burnett).

CAPTAIN EDDIE RICKENBACKER WHY EASTERN'S SALES IN ARE UP 64% IN FOUR

"If you survey Louisville's teeming industrial, commercial, and residential expansion from the vantage point of an Eastern Constellation, you will realize why this midwestern metropolis is a key stop on both our North-South and our East-West flights. Louisville's dramatic growth has been primarily responsible for the fact that Eastern Air Lines is flying *sixty-four per cent* more passengers in and out of Louisville than we did in 1951. Yes, Louisville is literally and figuratively *flying places* today. Eastern operates forty-one flights a day out of Louisville, providing high-speed transportation between this dynamic industrial area and more than 90 key cities in the East, the South, the Midwest, and the great Southwest. As far as Louisville's future is concerned, I can see no limit."



Standiford Field is the 21st busiest airport in the nation, and internationally only London among foreign airports tops Louisville. In the last four years, air traffic at Standiford Field increased sixty-five per cent. The City-County Air Board reported almost 600,000 arrivals and departures in 1954. Air mail tonnage, air express and airfreight are also up markedly. Louisville is served by four major air lines: Eastern, TWA, American and Piedmont.



The world's largest manufacturer of drop forged steel valves and fittings, Henry Vogt Machine Company occupies a 24-acre plant in the heart of Louisville's industrial area. Vogt, which celebrated its 75th anniversary this year, employs over two thousand people and produces machinery and equipment for chemical, petroleum and various other industries. Vogt engineers are currently experimenting with new designs to keep pace with the requirements of industry in the Atomic Age.

Sell LOUISVILLE *for all its worth!*

A Major American Market Where One Daily Newspaper Combination Reaches 99% of the People

The Courier-Journal • THE LOUISVILLE TIMES

382,689 Daily Combination • 313,261 Sunday • Represented Nationally by the Branham Company

Oldsmobile Buys Patti Page

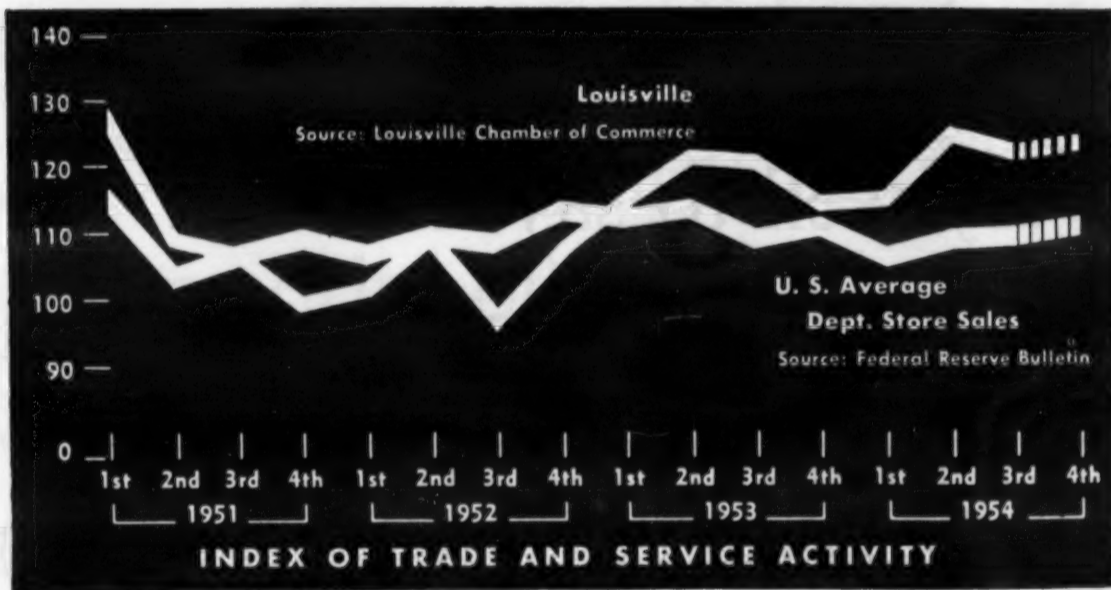
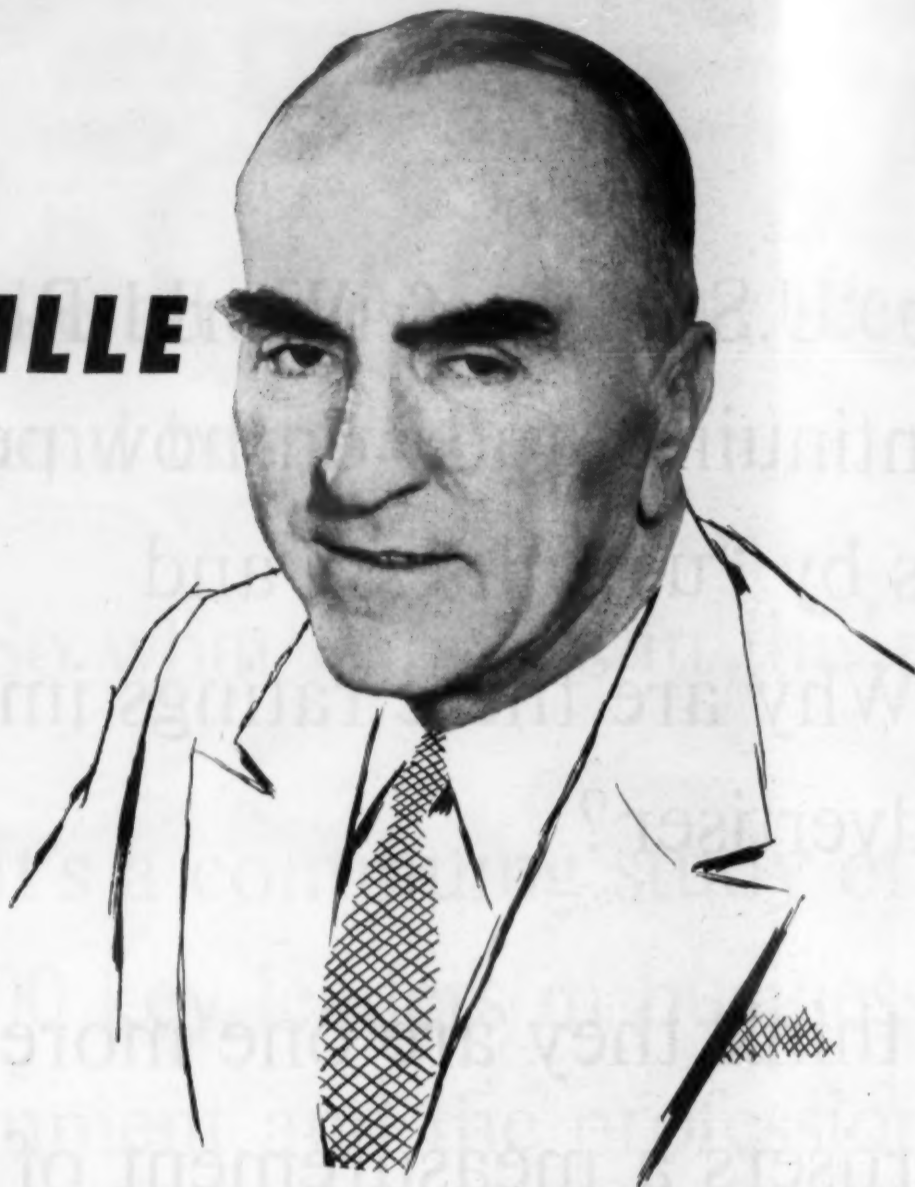
The Oldsmobile division of General Motors Corp., Lansing, Mich., will sponsor a new 15-minute film show starring songstress Patti

Page on more than 100 tv stations, starting in the fall. Screen Gems produced the telecast, which will be seen twice weekly. D. P. Broth-er & Co. handles the account.

Hicks & Greist Moves

Hicks & Greist has moved its New York office to quarters on the 15th and 16th floors of the new Amoco Bldg., 555 Fifth Ave.

TELLS LOUISVILLE YEARS



RETAIL SALES IN LOUISVILLE SET NEW RECORD OF \$678 MILLION LAST YEAR!

Louisville's new and expanding industries are putting more money in the hands of more people. The net effect is a booming retail market. Noting this, two retail chains — J. C. Penney Co., and W. T. Grant Co., recently constructed new stores in Louisville's downtown shopping district. Many of Louisville's department and specialty stores have opened branches in the numerous suburban shopping areas which are cropping up on all sides of the city. Retail sales in the Metropolitan Area last year set an all-time record of \$678 million.



'Create Obsolescence' by Using New Designs and Features, Marketers Told

(Continued from Page 2) ing to 'public opinion' in getting people to purchase new appliances.

■ "The two methods used to create obsolescence—or let's just say make the product more desirable—are style changes and new or improved features," Mr. Sanford declared.

He listed as one such style change the introduction of colored appliances.

"For years," he said, "we have manufactured white appliances, even to the extent that many people call us the 'white goods industry'. Recently manufacturers have started to offer appliances in various colors and have been using increased sales promotion and advertising effort to sell this idea."

Mr. Sanford also pointed out that advertising "is another technique used in communicating with people to help them decide their old appliance is outdated.

"How many advertisements do you recall in which the appliance manufacturers attempt to make you conscious of your old kitchen?" he asked.

In addition to style changes, new and improved features should be used in the creation of obsolescence, Mr. Sanford said. After introducing self defrosting, built-in freezer units and shelves in the door, he said, the industry now is turning to refrigerators with the freezer in the bottom, wheeled models and other features to make the housewife unhappy with her "old" refrigerator.

"In the case of refrigerators we are very slowly starting to get two refrigerators into some homes," he said. "As more homes include recreation rooms in their basements, we can present a very good case for owning a second refrigerator."

■ That high-velocity marketing may create some difficulties of its own—including an intensified problem of maintenance, was indicated by another speaker, John Gammell, director of graduate training, Allis-Chalmers Mfg. Co., Milwaukee.

"If we keep on producing more

and more," he said, "we may, to exaggerate a little, have to close down the plant a month or two every year and all go out and maintain what we build."

"We've gone on, merrily producing, until our houses are filled with complicated gadgets that we have trouble keeping in repair. Have you tried to get a television repair man in a hurry lately? Or someone to fix the wash machine, the air conditioner, the refrigerator, the oil burner, or any other of your household machines?"

"You know it isn't easy, and what's more he isn't always competent when he does arrive. The same problems occur in getting competent men to fix machines around the plant."

■ The basic trouble marketing men now face is that the technology of sales has not kept pace with the technology of production, Elwood P. Whitney, exec. v.p., Foote, Cone & Belding, New York, declared, opening the conference.

"We need not worry about producing enough," he said. "But we must worry about selling enough to keep the economic machinery running smoothly. We must succeed in moving a mountain of goods and services from industry to the consumer. We must do it faster, cheaper, and in greater amounts than we have ever done it before."

Because American business is badly in need of new methods to increase sales, the marketing man who is truly creative can be "the new hero on the horizon of American business," Mr. Whitney added.

■ Mr. Whitney listed "four cardinal principles which must guide the marketing man in his new role as the good right hand of business":

1. A marketing program must be coordinated. "No phase of marketing, whether it is advertising or research or package design, can exist in a vacuum or be expected to carry the sales load alone. Each fills its own function in the marketing program."

2. A marketing program must

MAKE YOUR CHOICE

Iowa Dealers FIRST Choice!

Publication	Percentage
Wallaces' Farmer and Iowa Homestead	19.7%
Pub. A	
Pub. B	16.9%
Pub. C	4.2%
Pub. D	3.5%
Pub. E	1.4%

An Iowa hardware wholesaler asked his Iowa dealers: "In what farm publication do you prefer to see advertising for merchandise you sell?" The chart shows the results.

Other dealer preference surveys on request.

Let us help you with a poll of your Iowa dealers' preference.

No. 1 Medium in the No. 1 Farm Market in the Nation!

WALLACES' FARMER and IOWA HOMESTEAD

DANTE M. PIERCE, PUBLISHER ★ DES MOINES, IOWA

Q: I see that "U.S. News & World Report" conducts a continuing study on how people rate magazines by "usefulness" and "confidence." Why are these ratings important to me as an advertiser?

A: Well, we think they are one more way of giving advertisers a measurement of the values which give meaning to coverage figures. It's all very well to say that a magazine goes to so and so many potential customers, but it's more important to know how the magazine is read, used, and regarded by those important prospects. It's this "impact" that jumps column rules

America's Class News

NOW MORE THAN 725,000 NET PAID CIRCULATION . . . A MARKET NOT DUPLICATED BY ANY

to make advertising better seen, better read, and better heeded.

Q: So what happens in this research?

A: It's a continuing study of some 163,000 key leaders in business, industry, government and the professions. It shows that of the six magazines in the field, "U.S. News & World Report" continues to get the majority of the "most useful" and "most confidence" votes. Do you have our report on this research, "The Preferred Reading of the People Who Spark America"?

Magazine

OTHER MAGAZINE IN THE FIELD



Advertising Offices:
30 Rockefeller Plaza, New York
20, N. Y. Other offices in
Boston, Philadelphia, Cleveland,
Detroit, Chicago, St. Louis,
San Francisco, Los Angeles,
and Washington.

be flexible. "We cannot operate 'according to the book.' Marketing strategy must be adapted to individual sales problems. Last year's successful program can be this year's biggest flop."

3. A marketing program must be dynamic. "We can't stand still. We must have new ideas, fresh thinking, and a constant search for newer and better techniques to help business do a better job."

4. A marketing program must be measurable. "We must be able to demonstrate its value with the pre-testing and post-testing techniques now available to us. And in those areas where no measuring techniques exist, they must be developed."

■ Peter Langhoff, v.p. and director of research, Young & Rubicam, New York, presented a diagrammatic method for judging copy-testing techniques. It consisted of indicating the finding as a line on a graph—with emotion and intellect as coordinates. The line represents the stage between no sale and sale which the copy testing method succeeded in establishing. By lining up a stack of these graphs, each representing a consumer, a profile of copy testing results in a market can be obtained, he said.

Referring to an article on "The Product and the Brand" in the *Harvard Business Review*, Mr. Langhoff characterized it as one of a number of recent statements he regarded as reassuring and encouraging.

■ "They follow on the heels of a good deal of flamboyant and irresponsible ballyhoo about a subject which has been labeled motivation research," he said.

"While many of us have been disturbed by those who would make the black couch the final resting place of all advertising copy," he conceded, "we may also owe them a debt for having made us think seriously in new dimensions and make a greater effort to infuse techniques from the behavioral sciences into copy research."

■ Some advertising and sales appeals that are impressive to market research men and which seem to work out in urban markets aren't so appealing in the rural market. W. R. Lund, manager of market research, Warren Petroleum Corp., Tulsa, Okla., pointed out.

As a result, he said, it may be important, in planning to enter this untapped market, to find out whether or not this difference might affect your sales.

The rural market is big, he said, consisting in 1950 of approximately 6,400,000 families on farms and 10,000,000 families in towns of 2,500 or less—a good 36% of the total U. S. consumer market.

■ "'Sensation transference' is the reason why an attractive store draws customers, why a beautiful automobile is considered a good car, why an effective package sells a brand," Louis Cheskin, director of Color Research Institute, told the conference.

As examples of "transference" of optical sensation to taste sensation the Chicagoan cited two tests. In one, 86% of the women selected one of three coffees as the best in flavor, when actually the three were the same, and only the containers differed. In another test, 99% of a group of women claimed a pat of genuine white butter "tasted oily, like margarine," and a pat of yellow margarine tasted "like butter."

"A typical consumer does not react to a design like a highly trained designer or artist. Rarely is the consumer aware that he or she is influenced by the color or design of a product or package. Actually, the average consumer

does not know what influences him," Mr. Cheskin said.

A new brand of dog food will soon appear on the market, he said. On the basis of Color Research Institute optical measurements and psychological tests, he predicted it will be a great success.

■ Marketing men will find an increasing challenge in the coming years and a harder job of selling merchandise and services, according to Arthur M. Weimer, dean of the school of business at Indiana University.

By 1960, he declared, America's gross national product may total as much as \$450 billion. Moving toward 1970, he said, most people should have a great many of the things they want; there will be more leisure time and more autos per family. And household appliances now considered semi-luxu-

ries will be standard equipment.

How research costs are divided between advertising agency and client was outlined by Stuart H. Britt, v.p. and director of research, Needham, Louis & Brorby, Chicago.

He listed the rules, which the agency has publicized to its clients so that they will understand the NL&B billing practices:

Research paid for by the agency:
1. Consumer and trade investigations which the agency initiates in order to put the agency on a sound basis for advising the advertiser with respect to his advertising plans. Such investigations may become the basis for recommendations to the advertiser for further research.

2. Research finding, including copy testing, developed to obtain background information for the development of advertising.

3. Interpretation of sales records and of consumer and retail panel findings subscribed to or available to the advertiser or the agency.

4. Interpretations of already available and relevant research studies.

5. Professional counsel and recommendations by the members of the agency's research department.

6. Analysis and reporting of data from a number of research services. The current list, subject to modification, includes: Daniel Starch & Staff (magazine readership), American Research Bureau (television), A. C. Nielsen Co. (television), C. E. Hooper Inc. (radio), Rorabaugh (radio and television), Publishers Information Bureau, Brad Vern's Reports, Media Records and Farm Reports.

■ Research paid for by the advertiser:

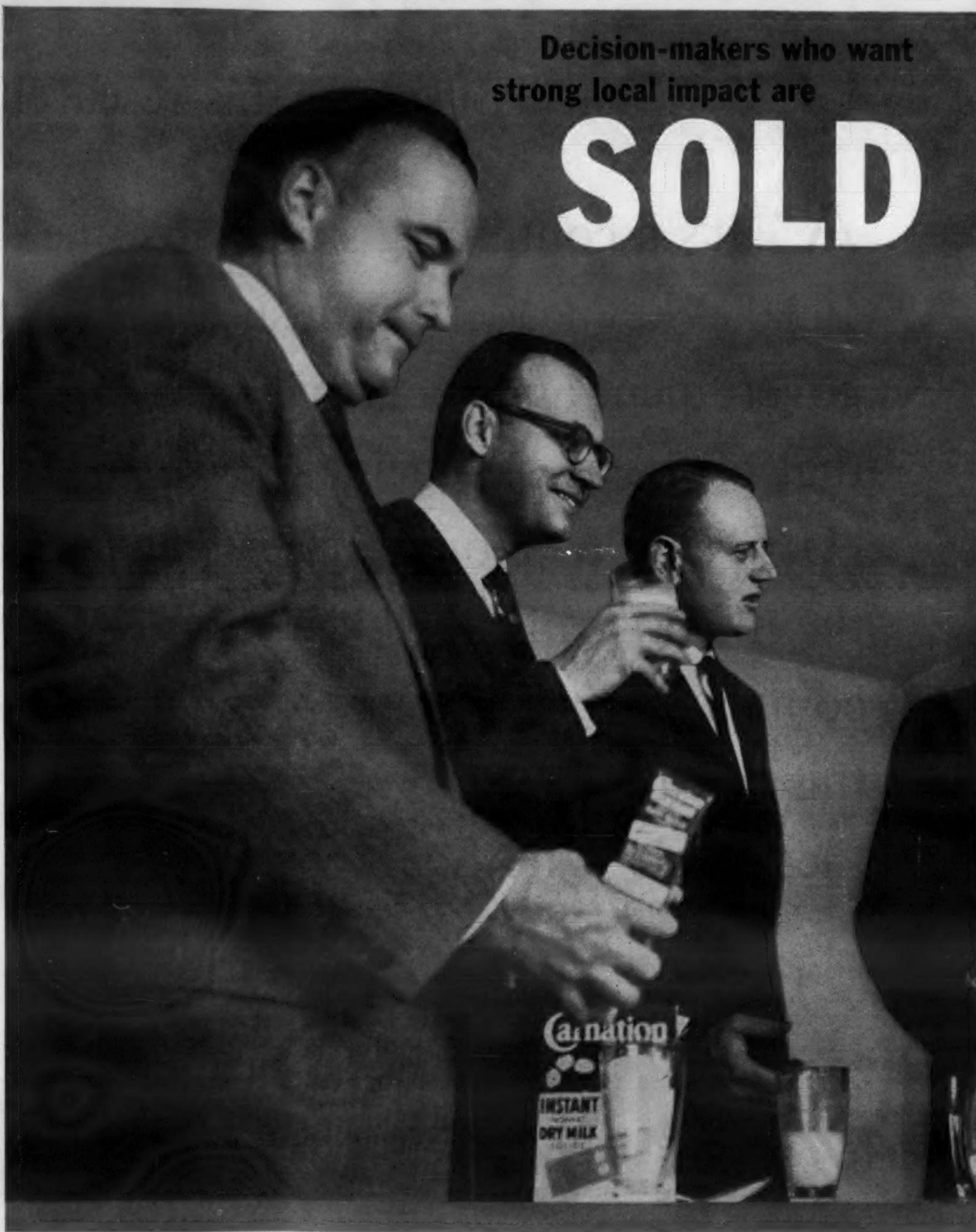
For other research work authorized by the advertiser and accepted by the agency, the cost will be determined and agreed upon in advance. This amount is the sum of outside costs, 15% agency commission on the work of any supplier and inside costs. The following types of research come under this category:

1. Market analysis; studies relating to the opinions and attitudes of consumers and dealers; and other trade studies. This includes "pilot" studies and other preliminary investigations.

2. Analysis of sales potentials, or the establishment of sales quotas.

3. Special copy testing, or research on printed media and broadcasting problems, undertaken by the agency at the request of the advertiser.

4. Split-run tests of advertising.
5. Research on premiums, con-



Decision-makers who want strong local impact are

SOLD

left to right: **Emmett C. McGaughey**—Executive Vice President, West Coast, Erwin, Wasey & Co., Ltd. **Paul H. Willis**—Assistant Vice President, Carnation Company. **Norman Best**—Vice President, Erwin, Wasey & Co., Ltd. **Glenn Bohannon**—Radio-TV Media Director, Erwin, Wasey & Co., Ltd. **E. A. Gumpert**—Advertising Manager, Milk Products Division, Carnation Co. **Walter Davison**—Western Division Sales Manager, Television, NBC Spot Sales.

Candid photo by Elliott Erwit. Taken at the Carnation Home Service Department Test Kitchen, Los Angeles.

tests, and deals, requested by the advertiser.

6. Studies or analysis of the advertiser's products, or of other matters not specifically related to the planning and preparation of his advertising.

■ In a panel on motivation research, Albert Shepard, of the Institute for Research in Mass Motivations, recounted the history of an unsuccessful attempt to market a Lady Wildroot shampoo. Though approved by a control group sampling an unlabeled bottle, the shampoo—when labeled—revealed an aversion, said Mr. Shepard, to the image of "a triumphant male Charlie intruding on the privacy of women's shampoos."

• Burleigh Gardner, executive director, Social Research Inc., stressed the importance of expert

evaluation of motivation data. He compared the need for specialized knowledge in the field to that of a medical specialist who is called in to diagnose an ailment on the basis of the same set of symptoms which have baffled the old family doctor.

• Referring to current all-pervasive interest in motivation research as a fad, Stuart Britt urged an approach to the subject placing it in balance with marketing research as a whole and refraining from claiming too much for this approach.

"The thing has reached such absurd proportions," he said, "that at least one organization has now given the title of 'director of motivation research' to one of its employes just so that this company can now face the world and claim to do the latest in market magic."

• Charles Y. Glock, executive director of the bureau of applied social research, Columbia University, questioned the usefulness of having one motivation study "checked" by a similar study by a second research organization. He said that since all motivation research rests on the same basic psychological theory, findings should be checked in other ways.

■ The problem of selecting a researcher involves researching the researcher after the company seeking aid has decided what help it wants, Carl H. Henrikson Jr., v.p. and general manager, Crossley S-D Surveys, New York, told the marketers. He said:

"If a company wants a comprehensive study, it may desire to hire an organization that can serve to some degree as management consultants. Or the study may be lim-

ited to a specific phase of marketing. The company having a project may also have research talent of its own and may need outside help only on one or more component parts of the project."

■ Dr. Ira D. Anderson, associate dean of the Northwestern University school of commerce, succeeded Thomas G. MacGowan, manager of the marketing department, Firestone Tire & Rubber Co., Akron, as AMA president.

Others taking office included: Three v.p.s: Charles W. Smith, McKinsey & Co., New York; Dr. David E. Faville, Stanford University graduate school, Palo Alto, Cal.; Dr. Howard Stier, National Canners Assn., Washington, D. C. The new secretary is Hugh G. Wales, University of Illinois, and the treasurer, LeRoy F. Church, Emery Industries, Cincinnati, O.

Looking for INDIVIDUAL ATTENTION



You'll be pleased and satisfied with the personal service and cooperation you will get at Pontiac. Whether you use one service or all six, you will receive the benefits of our 40 years experience and the individual attention to quality and service that has been the cause of our continued growth.

May we tell you more? Write or phone and a sales representative will call at your convenience.

6

UNIFIED SERVICES

- COLOR PROCESS
- ENGRAVINGS
- ART WORK
- PHOTOGRAPHY
- TYPOGRAPHY
- ELECTROTYPING

PONTIAC
Engraving & Electrotype Co.

812 WEST VAN BUREN
CHICAGO 7, ILLINOIS
call HAymarket 1-1000

ON SPOT



the Carnation Company and its agency, Erwin, Wasey, are Sold on Spot as a basic advertising medium!

Carnation, one of America's top-ranking food companies, makes Spot Radio and Spot Television a prominent part of its master advertising plan.

Spot is used as a local selling tool in specific markets. Guided by sales conditions in each market, Carnation buys:

20-SECOND STATION BREAKS: to reach nighttime Radio and TV audiences at relatively low cost and, in Television, to demonstrate uses of the product visually.

MINUTE PARTICIPATIONS: to benefit from the selling personalities and reputations of local Radio and Television talent within their individual markets.

Complete flexibility of timing and market selection . . . low costs with high sales return . . . are Spot's basic advantages for Carnation. Spot can sell hard for you, too!

Ask your agency or an NBC Spot Sales representative. More and more advertisers are Sold on Spot because more customers are Sold on Spot . . . and some Spots are better than others.

representing RADIO STATIONS:

KNBC San Francisco	WAVE Louisville
KSD St. Louis	HGU Honolulu
WRC Washington, D. C.	WRCA New York
WTAM Cleveland	WMAQ Chicago

and the NBC Western Radio Network

representing TELEVISION STATIONS:

WRC-TV Washington, D. C.	KONA-TV Honolulu
WNBK Cleveland	WRCA-TV New York
KPTV Portland, Ore.	WNBQ Chicago
WAVE-TV Louisville	KRCA Los Angeles
WRGB Schenectady-Albany-Troy	KSD-TV St. Louis



NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte*
Atlanta* Dallas* *Bomar Lourance Associates

How to reach more families in ALLENTOWN

LIFE	20.1%
COLLIER'S	13.1%
POST	11.3%
LOOK	10.9%
PARADE	95.6%

This is the picture of Parade coverage* with the

ALLENTOWN
SUNDAY CALL-CHRONICLE

(Represented Nationally by Story, Brooks & Finley, Inc.)

and it is much the same in all Parade cities of origin

parade

The Sunday Picture Magazine with a minimum of 20 percent coverage in more than 2400 Markets

*Corporate Limits



CAREFUL DRIVER—Robert Mattox, advertising manager, Liberty Mutual Insurance Co., is shown demonstrating a new safety belt designed as part of an auto crash research program sponsored by the company. The belt is made by Hickok Mfg. Co.

Puerto Rico Rums' '55-'56 Ad Budget Reaches \$1,300,000

NEW YORK, June 21—Rums of Puerto Rico has increased its advertising budget to \$1,300,000 for fiscal 1955-56 and will increase its use of newspaper, outdoor, transportation and business paper space.

Outdoor advertising will be used in 13 markets, 31 newspapers will be used in 24 cities, transportation ads will be run in 23 cities and about a dozen business papers will be used to promote Puerto Rican rums.

G. Allen Reeder, director of Rums of Puerto Rico, in announcing the increased ad budget last week, said it had been authorized by the legislature of the commonwealth, and represents a 30% annual increase, the first since the inauguration of the Puerto Rican rum advertising program in 1949.

When the program was started, shipments of Puerto Rican rum into the U. S. totaled 408,396 cases. The estimate for fiscal '54-'55, which ends June 30, is 700,000 cases.

■ Newspaper schedules, Mr. Reeder said, will be sharply increased in all markets where advertising was done in the past year. In addition, eight cities will be added to the list: Jacksonville; Tampa; St. Louis; San Francisco; Oakland; Portland, Ore.; Seattle and Minneapolis.

In New York, starting July 1, the *World-Telegram & Sun* will

be added to the *Daily News*, *Mirror*, and *Times*, currently used. Transportation advertising will be shifted from the surface lines to the subways. Additional outdoor panels will be used in Florida and California, he said, and a new series of ads will appear in *The New Yorker*.

Ogilvy, Benson & Mather is the agency.

McKnight, Naegele Buy Hinkson Advertising Co.

W. L. McKnight, chairman of Minnesota Mining & Mfg. Co., and R. O. Naegele, chairman of Naegele Advertising Co., Minneapolis-St. Paul, have purchased Hinkson Advertising Co., Madison, Wis. The Madison outdoor advertising company will be operated as a division of Cream City Outdoor Advertising Co., Milwaukee, which both men purchased last year (AA, July 5, 1954), and its name will be changed to Naegele Advertising Co. of Madison.

Charles B. Burkhardt, president of Cream City, will supervise the new division, and James C. Root, previously associated with the Naegele and Cream City companies, will be plant manager. Expansion plans announced for the Madison company include introduction of 3-D rotating bulletins and a move to new quarters at 2601 E. Washington Ave. about Sept. 1.

Philip Walter Retires

Philip Walter, president of Trichromatic Engraving Co., New York, will retire June 30 after 57 years in the photoengraving business. Irving L. Thoren, treasurer, becomes president.

Bebidas

COVERS THE BIG BEVERAGE INDUSTRY OF LATIN AMERICA

Edited in Spanish by native Latin Americans, it gives the most complete coverage of the giant soft drink and 900-million gallon alcoholic beverage industry of Latin America. Read by 8,000 top executives and technical men.

BEBIDAS ANNUAL HANDBOOK AND BUYING DIRECTORY Distribution to 8,000 in 1955...only Spanish Language operation handbook and buying guide in the industry...avidly read...proved sales run to millions. Rates are low.

BEVERAGES—in English, read by more than 4,600 executives in Europe, Australasia, Africa, Free Asia...profitable results.

Write for complete market facts!

THE CANTERBURY PRESS 2001 Calumet, Chicago 16, Ill.

a maher publication publishing since 1934

Down Beat—Country and Western Jamboree—Record Whirl—Up Beat—Music—Beverages—Radio y Articulos Electricos—Bebidas—La Farmacia Moderna—La Tienda—Elaboraciones y Envases—Radio y Articulos Electricos Catalog File—Bebidas Annual Directory



Cardarama

a really **new idea**

in point of purchase

displays



3D



BACK VIEW

Charmfit display shown here measures 8½x10¼" overall. Your display can be any size up to 36"x48".



ACTUAL 3-D EFFECT—Your product is projected out front . . . giving a true 3-dimensional display . . . merely by locking the easel. **EARNs HARD-TO-GET DISPLAY SPACE**—An interesting, eye-catching Cardarama display will appeal to your dealers. Your product will get its share of prized retail display space, because even a small Cardarama "pays its own way" better than larger—but less-compelling—displays. **VERSATILE**—Your ad, product, package, trade-mark, etc., will be projected to attract the attention of passing traffic. **ANIMATION**—such as, flasher light, battery kicker unit, etc., is easily adapted to Cardarama. Cardarama was enthusiastically received at the recent P.O.P.A.I. show in Chicago.

- * **GLARE-PROOF**
- * **NON-WARPING**
- * **EASY TO SET UP**
- * **LOW SHIPPING COSTS**
- * **3-D EFFECT AT LOW COST**
- * **CAN BE ANY SIZE, ANY COLORS**

Be first in your field to get display space in retail outlets with Cardarama! Use the coupon . . . or call us.

Want to SELL Cardarama? Several desirable territories are still available. Write on your business letterhead for prices and full information.

STANDARD PRINTING CO.

201-209 NORTH THIRD STREET
HANNIBAL, MISSOURI

Exclusive, Licensed Producers of Cardarama Displays.

STANDARD PRINTING CO.

201-209 NORTH THIRD STREET, HANNIBAL, MISSOURI

Please send me a free sample of Cardarama display and full information including prices.

Please show me how enclosed display can be adapted to Cardarama.

NAME _____ POSITION _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Sporting Goods For Sale?

**972,756 Elks
are
sportsmen.**

Elks are active sportsmen the year 'round.

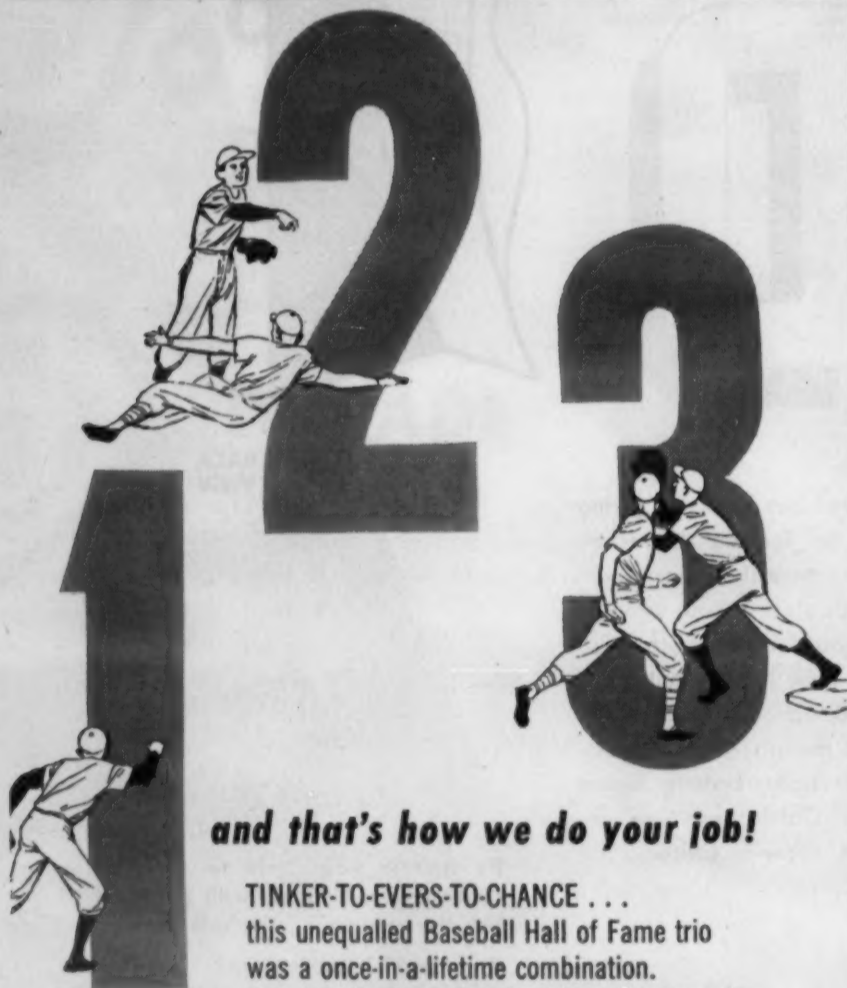
- 58% fish.
- 41% hunt.
- 7% skeet or trap shoot.
- 33% play golf.

Elks are a buying market. As owners, executives and professional men, they have the time and means to enjoy the best. You can reach this rich market in *The Elks Magazine*.

Get the whole picture about 1,065,630 Elks. See the new *Ross Federal Report* packed with facts about Elks and their magazine.

THE **Elks** MAGAZINE

New York • Detroit • Chicago • Los Angeles



and that's how we do your job!

TINKER-TO-EVERS-TO-CHANCE . . . this unequalled Baseball Hall of Fame trio was a once-in-a-lifetime combination. But, in advertising production, a 1-2-3 service AD-SETTING, ENGRAVING and PRINTING is provided by Faithorn every day of the week, all under one roof. Your printing job will be handled efficiently . . . speedily. One contact, one responsibility, one location, one price. Faithorn, serving the entire Midwest, specializes in color work and process color plates. Write or call us on your next graphic arts job . . . **Whitehall 4-2300**

3 **faithorn** CORPORATION
in 1 | AD-SETTING
2 | ENGRAVING
3 | PRINTING
320 N. Dearborn St., Chicago 10, Illinois

Mr. Consumer Wants Bigger Car, Ford Economist Says

CHICAGO, June 21—Mr. Consumer will be adding a second car for the family and will be buying bigger, higher-priced cars next year, estimates Theodore A. Anderson, manager of the economics studies department, Ford division, Ford Motor Co., Dearborn.

Mr. Anderson said that the second-car sales will help solve the old-car problem faced by the industry. He estimated that there will be no increase in auto sales, but that sales will move into the higher price brackets. About 4½% of the consumer dollar will go into cars next year, he said.

Speaking to the Chicago chapter of the American Statistical Assn. on "The Business Outlook, 1955-56," he estimated that the gross national product for the first half of 1956 will be about \$10 billion higher than in the same period this year.

Now at about \$375 billion, GNP will rise to about \$385 billion (seasonally adjusted) next year, he added.

■ On the housing market, Mr. Anderson estimated that about 1,400,000 new homes will be needed annually for the next five years. As much as 6% of disposable personal income will go toward housing, he said.

He also estimated that construction will stay at a record high level, due to easy mortgage money and long term population growth.

Mr. Anderson listed three factors which will contribute to a favorable outlook for the first half of 1956.

1. Wage and salary rates will go up about 3%. Increases will result, he said, from rising productivity plus pressure from labor unions.

2. Capital outlays will rise about \$4 billion. Plant and equipment expenditures and state and local government spending for roads and schools will show significant gains.

3. Taxes and interest rates will go down. Excise and income taxes will be reduced and the government will make lower interest rates possible.

■ On the unfavorable side, Mr. Anderson predicts:

1. Less money in circulation. The increase in consumer loans in 1955 will result in a rise in the level of debt repayments without an offsetting rise in new installment loans.

2. Car purchases will remain stable but will show no gain.

3. Inventory investment may drop. Business inventories, which cause fluctuations in business, may rise rapidly in the remainder of 1955, with more stability in '56.

CBS-TV Spot Sales Makes Staff Changes

John A. Schneider, formerly midwestern sales manager of CBS Television Spot Sales, New York, has been named eastern sales manager. Tom W. Judge, a New York salesman, will replace Mr. Schneider in the Midwest. Another member of the sales staff, Richard R. Loftus, shifts to Detroit as sales manager.

Meanwhile, Tony Mote, former sales manager of the Detroit office, and Jack L. Mohler, previously director of sales development for the rep, were named account executives on the New York staff.

Flako Tests Two Mixes

Flako Products Corp., New Brunswick, N. J., is currently testing two new products, a ready-prepared cream puff mix and a packaged cheese cake mix, in selected cities. Roy S. Durstine Inc., New York, is the agency.

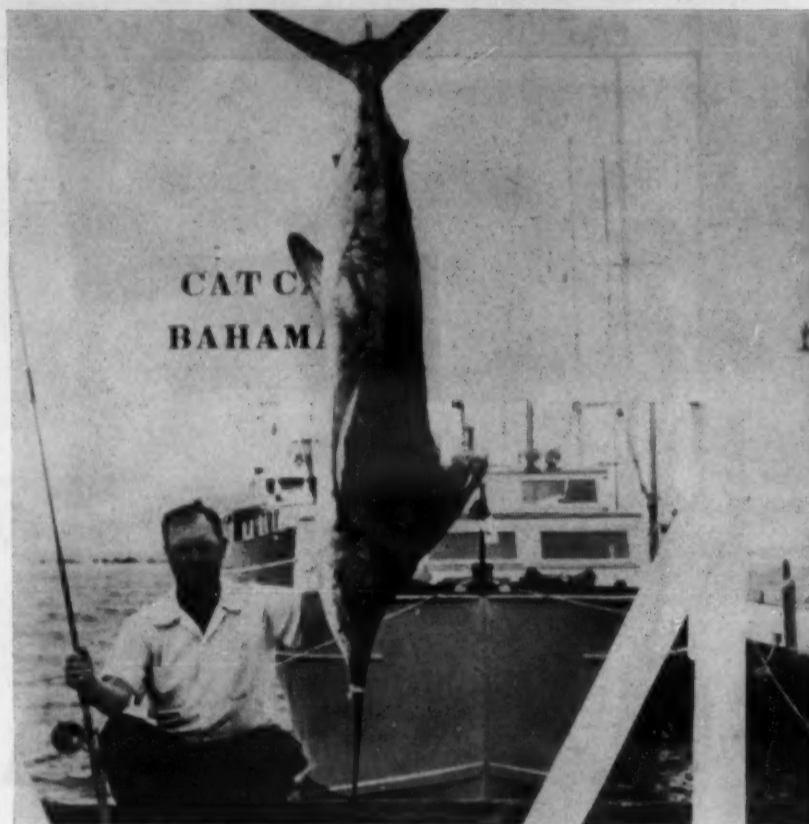
Getting Personal

"Turn on the Green Lights in Your Life" (Prentice-Hall, \$3.95) is a brand new one in the positive-thinking list written—not by a clergyman, but an adman. The author is **Robert E. Moore**, merchandising director of C. Wendel Muench & Co., Chicago, with the counsel of Maxwell I. Schultz, New York management consultant. Mr. Moore's two earlier books are "The Human Side of Selling" and "Man Alive," both published by Harper . . .

Two prominent Chicago ad executives returned to Senn High School recently to attend a reunion of their old division room. They are **Milt Schwartz**, v.p. of Foote, Cone & Belding, and **Ken Laird**, president of Tatham-Laird. Both Mr. Schwartz and Mr. Laird were graduated from Senn in 1921 . . .

Charles Crutchfield, exec v.p. and general manager of Jefferson Broadcasting Co. (WBT-Radio and WBTW-TV in Charlotte and WBTW-TV in Florence, S. C.), was master of ceremonies at the North & South Carolina Law Enforcement Officers Assn. convention keynote banquet in Charlotte . . .

William McKenna, plans board chairman of Scheideler, Beck & Werner, New York, received the Rutgers U. award medal for 25 years' service in alumni and university development . . .



CATCH AT CAT CAY—*Sumner Collins*, promotion manager of the *New York Journal-American*, poses with the 96-lb white marlin he landed during a spring vacation in the Bahamas.

Allen Hollander of Allen Hollander Inc., label manufacturer, New York, has given free stickers to the New York City PAL campaign. The labels say, "I gave to the Police Athletic League." . . .

R. P. Schoonheim in Rotterdam has christened his new 11,000-ton transatlantic freighter *Atje Ray*, for his three-year-old American granddaughter. *Atje Ray's* father is radio-tv producer **Hardy Burt** . . .

Fred Schwemmer, Ruthrauff & Ryan v.p., has hanging in his New York office his pharmaceutical license from the Ohio State Board of Pharmacy. The agency, which has some drug accounts, also has account exec **Ed Cauley**, who spent a number of years in drug retailing before joining R&R . . .

A. Edwin Fein, managing director of Research Co. of America, New York, is recovering from an acute attack of appendicitis . . .

Honorary Doctor of Laws degrees were awarded by Syracuse U. June 6 to eight men, including **Samuel I. Newhouse**, publisher-owner of 11 newspapers, **Edward J. Noble**, president of Life Savers Corp. and finance committee chairman of American Broadcasting-Paramount Theaters, and **Keith McHugh**, president of New York Telephone Co. . . .

Leroy Thompson and his wife are back home after a six-week vacation tour of Europe by auto. He is Philadelphia manager of direct mail advertising for Sears, Roebuck and new president of the Philadelphia Direct Mail Club . . .

The presidents of two Milwaukee breweries have been elected to the board of directors of the Milwaukee County Red Cross chapter. They are **Frank Verbest**, president of Blatz Brewing Co., and **Norman R. Klug**, president of the Miller Brewing Co. . . .

Stetson University, DeLand, Fla., awarded **David H. Harshaw**, president of John B. Stetson Co., Philadelphia, a doctor of commercial science degree after he delivered the commencement address on June 6. Stetson U. is named after John B. Stetson, the master hatter . . . An honorary doctor of laws degree went to **James C. Hanrahan**, v. p. of Scripps-Howard Radio and tv director of Station WEWS, at the June 10 commencement exercises of Western Reserve University, Cleveland . . .

John W. Roach, p. r. director of Calvert Distillers Co., was named a Kentucky colonel at New York and cited for pioneer spirit of accomplishment and adventure. Guy Shearer, chairman of the Kentucky Department of Alcohol Beverage Control, made the presentation in New York. Mr. Roach was formerly chief of the state of Wisconsin division of beverage and cigaret taxation . . .

Clair R. McCollough, president of WGAL, Lancaster, Pa., received an honorary degree of doctor of commercial science from Franklin & Marshall College for 25 years of radio and tv achievements and his contributions to Pennsylvania charitable and civic affairs . . .



In Greater Philadelphia,



The Bulletin delivers more copies



to more people every 7 days



than any other newspaper

This Philadelphia businessman is reading the financial section of his favorite newspaper—The Evening and Sunday Bulletin.

To all the contents of a great metropolitan newspaper, The Bulletin adds some 40,000 local news stories each year. This detailed concern with local news helps explain why The Bulletin, in Greater Philadelphia*, delivers *more copies to more people every seven days* than any other newspaper.

The Bulletin is Philadelphia.

*14-County A.B.C. City and Retail Trading Zone

**In Philadelphia nearly everybody
reads The Bulletin**

Advertising Offices: Philadelphia, 30th and Market Streets
New York, 285 Madison Ave. • Chicago, 520 N. Michigan Ave.

Representatives: Sawyer Ferguson Walker Company in Detroit
Atlanta • Los Angeles • San Francisco

Old-Fashioned 'Personal' Selling Cuts Down Sales, Lithographers Told

LAKE PLACID, N. Y., June 21—The Diamond Jim Brady type salesman of the Roaring '20s is still operating uncontrolled in the lithographic industry, the 50th Lithographers National Assn. convention was told.

Because this star salesman type uses the personal selling approach, lithographic industry profits have not kept pace with other industry profit percentages, the association was told yesterday by Morris M. Perris, senior partner, Stevenson, Jordan & Harrison, New York business engineering service.

He suggested lithographers forego this system and turn to what he called "the impersonal selling approach," in which sales management provides systematic direction and careful supervision.

"These are at times non-existent in an industry that relies on the personal selling approach," he said.

■ Mr. Perris' suggestion, coming on the heels of a preceding survey of 1954 profits among 170 members of LNA and The National Assn. of Photo-Lithographers, caused a stir among conventioners here.

Earlier, the LNA had been told that, for the 170 companies included in the survey, average profit both before and after taxes was less favorable than for 191 companies surveyed last year.

W. Floyd Maxwell, LNA executive director, had said, "It [the survey] also discloses that 1954 profit margins showed a further sagging tendency. For four years—1951, 1952, 1953, and 1954—profits in the lithographic industry have averaged under 3.5%, despite a year-to-year increasing sales volume.

■ "There is serious question whether a net profit margin so low as this, if long continued, can possibly provide the new funds which will be required for working capital and for rehabilitation of plant equipment and for normal expansion," he said.

Mr. Perris said, "I think it a fair guess to say that in 1920 the ratio of concerns using the personal selling approach compared to the others was about 25 to 1. Today the figures are just turned around."

He added, "It is a rarity when an industry permits its salesmen the personal freedom that I have outlined here today under the personal selling approach."

Under personal selling, he said, the salesman is supreme. He influences, if he does not set, his own prices; has more accounts than he can handle; makes many more calls on his friends than he needs

to, accepts orders which his company should turn down.

■ "The company whose salesmen are in complete control of their own activities has no sound or continuing sales policy," he said.

Under impersonal selling, he explained, the customer buys because of the company's reputation rather than because he likes a particular salesman; management directs and controls its sales activities, integrating them with all other phases of business; customers are appor-

tioned to salesmen according to the potential of the market; the company sets specific goals for each salesman and measures performance against these goals because the market has been accurately appraised by sales management.

"You have to pursue a policy of selective selling, not go after every possible customer," he said. "There are good prospects who are honest and fair, yet you should not always do business with them. If the volume is large, profit margins may be too close for comfort with your limited capital. If the volume is small, it can tie up your equipment and keep you from securing a desirable order."

■ Mr. Perris added, "All business

men recognize this principle when the case is an exaggerated one. They do not recognize it on borderline cases, which are far too numerous."

The speaker said it was his experience in the industry and after extensive discussions with members and buyers that the industry leans strongly to the personal type of selling.

He cited three cases, making composites of them to avoid identification:

1. The small company with the owner as the star salesman.

"This gentleman is unquestionably one of the top lithographic salesmen in this country, but he lost one of his big accounts and this frightened him. He proceeded to

hire additional salesmen. But this was a failure. He tried one group of salesmen after another with the same unsatisfactory results. The owner was so wrapped up in his own accounts that he just never gave the salesmen any training or any direction.

■ "These new salesmen simply floundered around. They called on a lot of accounts that were not desirable for this particular company. They brought in endless requests for quotations, but the company never received the business because these quotations were for types of work the company could not produce efficiently. Their prices were never right. And the few times these new salesmen

CHAMPION Sets the



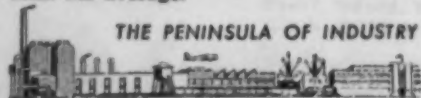
Champion paper is
inspected sheet by sheet
to insure uniform quality

Every working day these busy girls sort pounds and pounds of printing paper. Every single sheet in the neat, compact stacks you see pictured here is turned by hand while the quick-eyed sorters scan both sides of the coated paper for defects. The inspection and counting operation is one of the many procedures carried on daily to insure exceptional service and finest quality products to all Champion customers.

"YONNE SAYS"—**BAYONNE IS
A BEEHIVE OF
INDUSTRY**



Over 90 diversified industries are located in Bayonne, a thriving community of 79,600 citizens. It is the home of many, many famous products from Bathubs to Brassieres or Doll-parts to Dry-docks. Per family effective buying income in Bayonne is 21% more than the national average with Retail Food Sales 28% higher than the average.



"Bayonne cannot be sold from the outside"
THE BAYONNE TIMES
BAYONNE, NEW JERSEY

Nationally Represented by **BOGNER & MARTIN**

brought in an order the company inevitably lost money."

2. The next is from a medium-size lithographer covering a section of the country with eight salesmen.

"Of these eight, three sold some 85% of the business. Of the 85%, one senior salesman sold 49%. None of the star salesmen were under 55 years old. This company became alarmed. The possible loss of any one of them could cripple the business. So they hired additional men.

"Each star salesman was assigned three younger men to look after. The juniors simply accompanied these senior salesmen and proceeded to learn selling by ex-

ample. After a period, altogether too short, they were given accounts of their own. But nothing was done by the inside organization to service these junior salesmen. The older men continued to monopolize all creative thinking of the art staff. The plant organization was accustomed to taking their orders directly from these top salesmen. When a young man brought in a job it was sidetracked for one of the customers of the older salesmen. As a result, the company made inadequate profits because the business was centered too much in the accounts of the three top salesmen. The six younger salesmen were nothing more than sales expense. They proceeded to lose money for the company faster

than the experienced salesmen could make it."

3. The third, a national lithographer with two branches in geographical sections of the country remote from the home plant.

"In one office there was the branch manager who personally controlled a large volume of highly profitable business. One other mature salesman assigned to this branch controlled a large volume of creative business, which was also highly profitable.

"There were normally three to six salesmen in one office. Their average tenure in the office was seven months. After a period of time they would give up. When the branch sales manager was con-

sulted about this he stated frankly that 'he did not have any time for direction.' He was honest and sincere about it. As he put it, 'I am paid on commission and I cannot afford to turn over an important account to a young man. Suppose he loses it?' As a salesman he was perfectly right. As a man responsible for developing a branch he was all wrong.

"He really had no desire to direct younger men. He put it in a nutshell when he said, 'I had to dig up these accounts some 20 years ago and take them away from someone else by hard work. Why can't these young men do the same thing?' They probably could. This particular branch manager was 58

years old and the chances were that the company could not wait 20 years for a young man to develop his accounts in the slow unsystematic manner in which the branch manager was expecting him to do it."

Mr. Perris concluded, "It is rarely possible to mix personal selling with impersonal selling. You have to take one or the other. The two rarely mix. You have to have sales managers who manage and do not sell. Their main objective should be to plan and direct, not to sell as individuals.

"I suppose by this time you feel that I have recommended a revolution in the lithographic industry. I have not. I recognize it takes years to change from one type of selling approach to another. But I am not unmindful that other concerns have done this in the past. I have come here today with what might seem to some of you a radical and impractical idea for the solution of some of your sales problems. Perhaps that is so. I do know, however, that some of you are pursuing the impersonal selling approach, but most of you are using the personal type."

Pace in Papermaking

d'Arazi



A section of the sorting line at Champion's Ohio Division.

CHAMPION® PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas and San Francisco. Distributors in every major city.



Jack Delehanty and Sam Frankel Form New N.Y. Ad Agency

NEW YORK, June 21—A new advertising agency, Delehanty & Frankel Inc., has been formed here, with offices at 505 Fifth Ave.

The principals are Jack Delehanty, formerly v.p. of Albert Frank-Guenther Law Inc., and



Jack Delehanty Samuel Frankel

Samuel Frankel, formerly on the executive staff of Donahue & Coe.

Mr. Delehanty worked for a number of years in Washington as advertising director of the war finance division of the Treasury Department. Mr. Frankel was previously an account executive with Hirschon-Corfield and v.p. of Lawrence Boles Glicks Inc.

The agency reports that it is already servicing several national accounts, but is not ready yet to announce the names of its clients.

Court Approves Muntz Reorganization Plan

A plan for reorganizing the bankrupt Muntz TV Inc., Chicago, has been approved by Federal Judge Win G. Knoch. The court has set Oct. 18 as date by which stockholders and creditors must approve the plan presented by the Securities and Exchange Commission.

The proposal calls for issuance of preferred stock to creditors for up to 25% of claims. These totaled \$13,000,000 when the involuntary bankruptcy suit was filed. The company has since cut its debt to \$5,655,000, and the remaining 75% of the claims will be secured with notes payable over eight years. Muntz has been producing tv receivers while awaiting a decision on the reorganization.

Moloney Names Two V.P.s

James D. McLean and M. L. LeBlanc, both formerly assistant sales managers in the New York office of Moloney, Regan & Schmitt, newspaper representative, have been appointed v.p.s.

\$500,000 Equity in 'Washington Post' Goes to Employees

WASHINGTON, June 23—Eugene Meyer, chairman of the board of the *Washington Post & Times Herald*, celebrated the 22nd anniversary of his purchase of the *Post* by announcing that almost \$500,000 worth of stock in the company will be given to 711 employees and circulation contractors.

Stock in the amounts of four to 20 shares went to all employees and circulation contractors who have been with the company five or more years. Among those sharing in the gift were 65 employees of WTOP, Washington, and WMBR, Jacksonville, radio and tv properties owned by the newspaper. Stock was apportioned in terms of length of service and level of responsibility. The company retains repurchase rights for 20 years. Each share is currently valued at about \$60.

Previously Mr. and Mrs. Meyer had turned over the voting stock in the company to Mr. and Mrs. Philip Graham. Mr. Graham is publisher. At the same time a committee of five citizens was appointed to supervise any future changes in the control of the newspaper.

In 1952, certain executives were given an opportunity to buy shares of non-voting stock under a stock option plan. In divesting himself of most of the remainder of the non-voting stock, Mr. Meyer told company employees, "Some people remember their old associates in their wills. But Mrs. Meyer and I think this is a rather melancholy approach to things. So we have worked out a plan to recognize you today."

The announcement came as a complete surprise to employees, who already are beneficiaries of a profit sharing plan organized in 1953. Edward Folliard, *Post* reporter, who spoke for the recipients, quipped, "It is an unusual feeling to come downtown a wage earner and go home a capitalist. . . I used to get my haircuts on Mr. Meyer's time. But now it's my time. I'll have to get them on my days off."

Park & Tilford Will Streamline Its Sales Staff July 1

NEW YORK, June 22—Park & Tilford Distillers Corp. will streamline its executive sales staff July 1 "to provide closer and more efficient home office supervision of geographic and product divisions in the liquor department."

Stanley L. Brown, president, said the reorganization includes several promotions to strengthen the company's sales and to achieve maximum efficiency in a broad new marketing program which the company will launch in the next six months.

The company is not ready to release any details about its new marketing program. But it is understood to include the introduction of several new brands of liquor, new labels for established brands and a general broadening of its list of distributors.

Under the reorganization to take effect July 1, Harry P. Herrfeldt, v.p., will serve as chief sales executive in Mr. Brown's absence. He will also direct sales of all imported brands throughout the U.S., of all domestic and imported brands in the 17 monopoly states and of all brands in foreign countries. Mr. Herrfeldt joined P&T in 1935 and has been v.p. for the past six years.

Charles Reiner, C. Richard Rodgers and Nathaniel Dreazen will be advanced from division manag-

ers to assistant general sales managers in charge of sales in designated territories.

Walter Niehoff, assistant general sales manager since October, 1953, will continue in that position. He will also be in charge of branch offices.

John J. Mungan will continue as sales manager for monopoly states under Mr. Herrfeldt.

Lester Schweit will be promoted

to administrative assistant to the president and coordinator of liquor and wine sales.

All of the executives named will make their headquarters in New York except Mr. Dreazen, who will establish headquarters in Houston.

Park & Tilford was bought by Schenley Industries at the beginning of the year (AA, Jan. 10). Arthur D. Schulte, president, retired several weeks ago, and was succeeded by Mr. Brown.

Brett Retires from Sales

George W. Brett, v.p. and director of Katz Agency, New York, radio and tv station representative, will retire from responsibility for sales activities July 1. He will remain with Katz at least until Dec. 31 and will complete his term as a board member of TvB.

Canadian Agency Appoints

D. Malcolm Young, formerly a

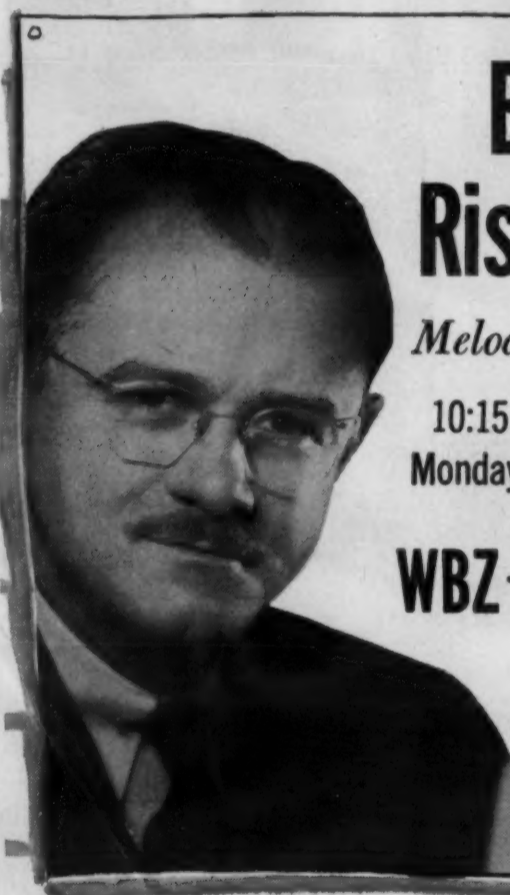
senior copywriter with Locke, Johnson & Co. and Cockfield, Brown & Co., has been appointed copy chief of Paul-Phelan Advertising, Toronto.

Gallo Wine to Fisher

E. J. Gallo Winery, Modesto, Cal., has appointed E. E. Fisher & Associates, San Francisco, to handle its advertising. Batten, Barton, Durstine & Osborn recently resigned the account.

NEW ENGLAND'S FIVE MOST POPULAR

... ALL ON WBZ+WBZA



Bob Rissling
Melody Manor
 10:15-10:45 AM
 Monday thru Friday
WBZ+WBZA



BOB & RAY
 5:00-6:00 PM
 Monday through Saturday
WBZ+WBZA

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
WBZ+WBZA—BOSTON	BOSTON—WBZ-TV
KYW—PHILADELPHIA	PHILADELPHIA—WPTZ
KDKA—PITTSBURGH	PITTSBURGH—KDKA-TV
WOWO—FORT WAYNE	SAN FRANCISCO—KPIX
KEX—PORTLAND	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
 ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS

Closed Circuit Show Heralds Ad Push for 'Advanced Sun' Gas

PHILADELPHIA, June 23—Sun Oil Co. next Monday will introduce its new advanced Blue Sunoco, using more than 600 newspapers, 2,400 outdoor posters, spots on 200 radio stations and full pages in 24 Sunday newspaper supplements.

This marks the second time in 15 months that Sun has introduced a new gasoline.

The company today introduced, via a 30-city, closed-circuit telecast, its new gasoline to Sunoco dealers, distributors and their employes.

The hour-long program originated from Station WPTZ and was beamed to an audience estimated at 14,000 throughout the company's marketing territory. Later, kin-

scope prints of the "Advancing with Sun" program will be exhibited in areas not reached by coaxial cable.

Sunoco service station operators and employes gathered in hotel ballrooms, theaters and auditoriums to see and hear Robert G. Dunlop, president; Frank R. Markley, v.p. in charge of marketing, and Clarence H. Thayer, v.p. in charge of manufacturing.

The opening full-page ad shows

a photograph of a gaily-decorated Sunoco station and the new catalytic refining facilities that produce the "advanced" Sunoco.

The diamond-shaped blue Sunoco insigne, with an arrow passing through it, has been revised, with a "new advanced" sign on top.

Top headline in the opening ad is "Here Now! A New Advanced Gasoline."

Without the ads actually saying

so, Sun Oil's new gasoline is designed to meet the competition of higher-octane high test gasolines now on the market.

■ A feature of the telecast was a test car demonstration to show how Sun's new product compared in performance with leading fuels in the premium-priced field. The Sun product will continue to be sold at regular gasoline prices.

The opening ads of the intensive campaign, prepared by Ruthrauff & Ryan, Sun's agency, also were exhibited on the closed circuit program. Sun's "Three-Star Extra" radio news show on NBC will be used nightly to promote the new fuel.

States covered in the show were Pennsylvania, parts of New York, parts of Ohio, Michigan, Florida, New Jersey, Massachusetts, Rhode Island, Maryland and Washington, D. C. TVT Tele-Sessions, New York, handled the closed-circuit program.

RADIO PERSONALITIES




CARL de SUZE
6:30-9:30 AM
Monday thru Saturday
WBZ + WBZA

NELSON BRAGG
on
WBZ+WBZA

12:15
to
2:30
PM

Monday
thru
Friday



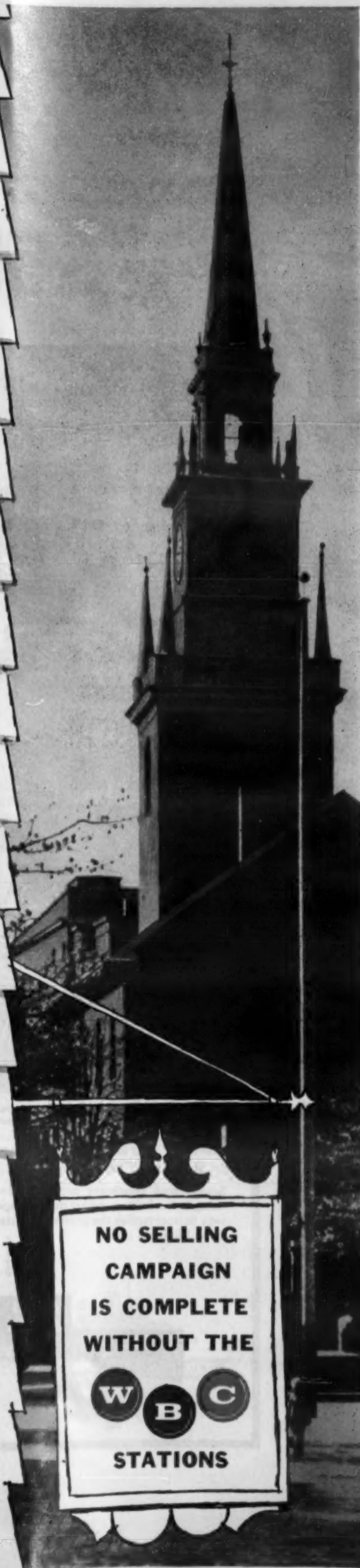
More New England homes listen to each of these WBZ+WBZA personalities than to any local or network radio program on any other Boston station.*

The imaginative showmanship and station promotion that won the 1955 Variety Showmanship Award for WBZ+WBZA resulted in more New England homes tuning to WBZ+WBZA programs and personalities between the hours of 6 A.M. and midnight than to any other Boston radio station.†

WBZ+WBZA is an undisputed FIRST in New England radio. FIRST in coverage, FIRST in total audience and FIRST in the popularity of its personalities.

Let WBZ+WBZA's popular personalities sell for you. Call Bill Williamson, WBZ+WBZA Sales Manager, ALgonquin 4-5670; or Eldon Campbell, WBC National Sales Manager, at MURray Hill 7-0808, New York.

*Av. ¼ hour total cumulative audience April Nielsen Station Index †April Nielsen Station Index



You can expect just so much from Limited Coverage



To get the big sales you're after in the billion-dollar soft drink industry.

Use the concentrated, industry-wide coverage you get ONLY with a vertical publication—

BOTTLING INDUSTRY

the top buy in its field

DON GUSSOW PUBLICATIONS, INC.
18 East 49th Street
NBP New York 17, N. Y.

Information headquarters for the billion-dollar industries they serve—

- Bottling Industry
- Candy Industry
- Candy Industry Catalog and Formula Book

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE

W B C

STATIONS

National Group Will Combat Alcoholism, Addictive Diseases

NEW YORK, June 21—Formation of the Alcoholism and Addictive Diseases Foundation, which will organize a national program of research, education, treatment and rehabilitation, was announced here this past weekend.

Leading representatives of American business and industry constitute the organization's 16-man board of directors, including Fairfax M. Cone, president, Foote, Cone & Belding; Colby M. Chester, honorary chairman, General Foods Corp.; Jasper E. Crane, director, E. I. du Pont de Nemours & Co.; Tom M. Girdler, chairman of the board, Republic Steel Corp.; and Spencer Miller Jr., former U.S. Assistant Secretary of Labor, who is serving as chairman of the group's organizing committee.

"Until now," said a statement issued by the board, "there has

been a major omission among national health organizations.

"There are well-established organizations for cancer, polio, tuberculosis and most other important diseases...but there has been no comparable full-scale organization for alcoholism and other addictive diseases, either in resources or in program."

Acknowledging the work done by organizations now active in the alcoholic and addictive fields, the

statement notes that each of these groups specializes in particular aspects of the problem.

"Our policy will be to assist these and other such organizations, not only by cooperative efforts toward mutual objectives but also, wherever feasible, by financial and other help," the statement declares.

The new foundation plans to establish regional, state and community organizations. Temporary headquarters are located at 135 E. 44th St., New York.

Masters Fined \$1,500

Masters Inc., one of the largest discount houses in New York, has been fined \$1,500 for contempt for violating a General Electric Co. fair trade injunction. The fine is one of the largest ever imposed in a fair trade case in this district. In addition, court costs of \$750 were levied against Masters. GE contended that Masters has been disregarding an injunction judgment since Nov. 25, 1954, the date on which the U. S. Supreme Court

dismissed Masters' appeal from a decision of the state court of appeals.

NBC Names Elmore Lyford

Elmore B. Lyford has been appointed station contact representative for National Broadcasting Co., New York. A veteran of more than 30 years in radio and television, Mr. Lyford resigned last April as director of station relations for the DuMont Television Network.

SIX SALES STEPS...



"Stick to the Standard"

"In our plant we think your standard of .055 inches in depth (for open areas of Reilly Plastictypes) is much more satisfactory. Of course we receive some plates with shallow depths. We have to do the best we can to give the customer a good reproduction and in the past we have failed to do this and have had to rebate. For the above reasons we say please stick to the standard of .055."

Mechanical Superintendent
Tennessee Newspaper

"Stay With .055"

"We never have trouble with Reilly Plastictypes but do have some difficulty with others. Hope you stay with .055."

Mechanical Superintendent
Wisconsin Newspaper

"URGE YOU NOT TO ABANDON"

"I want to urge you not to abandon your policy of keeping the open areas of your Reilly Plastictypes down to .055 inches. Competitors... who rout only to .020 or .030 are heading for serious trouble."

Mechanical Superintendent
New York Newspaper

METHODS CHART for increasing sales power

APPLY BUSINESS PAPER ADVERTISING HERE

Sound and consistent product advertising is the best, quickest and cheapest way to accomplish the preliminary steps in building an order.

FOR GREATER SALES PRODUCTION HERE

SPECIFIC PROPOSAL

CLOSE THE ORDER

KEEP CUSTOMERS SOLD

...apply advertising to help the salesman hold the line against competition—lay the foundation for future sales.

CONTACT

AROUSE INTEREST

CREATE PREFERENCE

With Advertising (Mechanized Selling) functioning properly on Steps 1, 2, 3 the salesman can concentrate more of his valuable selling time on the important job of producing finished orders.

Sears Issues Fall Catalog

Sears, Roebuck & Co., Chicago, has begun mailing its 1955 fall general catalog, the largest post-war book Sears has issued. Prices in the new 1,446-page book are slightly lower than those in the 1954 fall catalog and substantially the same as those in last spring's book, which carried the lowest prices since 1950, according to Sears. Among the lines showing price reductions from last fall are floor coverings, infants' and

children's wear, refrigerators and freezers, photographic supplies, dresses, radio-tv sets, kitchen equipment, yard goods, farm equipment, men's work clothing and paint supplies.

Green Joins Taplinger

Edwin Green has been named director of the industrial department of the Beverly Hills, Cal., office of Robert S. Taplinger & Associates. He formerly was with Walker & Crenshaw, Los Angeles.

New York Is Two Tv Markets, First and 30th, Ted Cott Says

NEW YORK, June 23—New York is not only the country's No. 1 television market, it is also the No. 30 market, according to Ted Cott, general manager of WABD. Mr. Cott discussed his theories about the importance of the two tv set homes in this area last

week during a panel session staged by ABC Film Syndication as a part of its third annual national sales meeting.

The station executive estimated that 10% of New York homes have a second tv set, representing an audience of more than 400,000. On the basis of this count, he figured New York as the 30th as well as the first U.S. video market. On the question of film programming, Mr. Cott urged stronger promotion of reruns by stations.

Ray Nelson, national spot sales manager for the Television Bureau of Advertising, had some advice for syndication salesmen. He suggested that they should concentrate on daytime programming, now that "local, live how-to" shows are waning in popularity.

Mr. Nelson minimized the time clearance problem. He said a national spot advertiser can get the desired period in the markets of his choice if the program is strong enough.

Don W. Sharpe, executive producer of ABC Film's new offering, "Sheena, Queen of the Jungle," challenged the salesmen to develop sufficiently imaginative sales patterns to pay off in the current competitive market.

Connaughton Joins 'Agency'

William Connaughton, formerly with Cupples Envelope Co., Brown & Bigelow and others, has joined Advertising Agency as an advertising representative.

can take hours of time

Reliable estimates show that the average industrial salesman spends 38% of his time travelling or waiting for interviews—12% on office duties—and only 50% of his time actually selling.

Remember too, that your salesman can't always be sure if a new prospect is in the market for his product; how many people must be "sold" before he can close the sale; or how many competitors are angling for the same order.

But all buying influences—known and unknown—have a common meeting ground in the business publications they must read to keep up with developments in their industry. And, by advertising in these publications, you can interest prospects to a point of preference for your product.

At pennies per call, business publication advertising delivers your sales message to a concentrated group of your best prospects. It mechanizes the first three steps in the manufacture of a sale—works before and after your salesman's calls—enables him to concentrate more of his valuable working time discussing specific product applications and closing sales—helps keep present customers sold.

More specific information on the industrial salesman's working time—plus a chart for measuring his calling power—is available in a McGraw-Hill booklet entitled: "How Many Accounts Can Your Salesman Handle?" Ask your McGraw-Hill man or write Company Promotion Department for a copy.

McGraw-Hill
PUBLISHING COMPANY, INCORPORATED



330 WEST 42nd STREET, NEW YORK 36, N. Y.



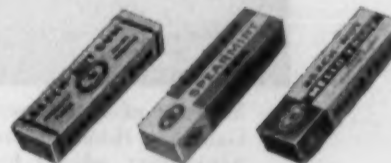
When is a Back NOT a Back?

When it's the back of a "FACE-STIK" display, of course! This newest KLEEN-STIK development lets you print your P.O.P. material both front and back. Sheets are then coated with transparent adhesive for easy face-to-glass application inside store windows, doors, cabinets, glass partitions, and similar places. Gets wonderful results, such as:

Easy as A-B-C!



It's that simple to identify bowling alleys certified by the AMERICAN BOWLING CONGRESS — thanks to this attractive two-sided "Face-Stik" window emblem. It goes up the same easy "peel-and-press" way as other Kleen-Stik pieces, and the clear adhesive holds it tight against the glass. This "kingpin" piece is the work of A. L. TRUEBENBACH, ABC's Purchasing Agent in Milwaukee. Rich gold-n-black lithography by OLSEN PUBLISHING CO. (same city), under the eagle eye of LES OLSEN.



The "Gum Parade"

BEECH-NUT PACKING CO., in romantic-sounding Canajoharie, N. Y., parades its three popular gum flavors — Peppermint, Spearmint and Mello Fruit—in front of customers' eyes with these die-cut "Face-Stik" package replicas. They catch shoppers "coming and going" — yet they're so much easier to put up than other types of permanent display. This tasty idea originated with Beech-Nut... snappy production by I. S. BERLIN PRESS, Chicago.

Get the facts on this new "double exposure" method of P.O.P. advertising! "Face-Stik" can be applied to practically any printed piece, to make mighty fine dealer identification signs, trademark and package reproductions, etc. For details, contact your regular printer or lithographer... or write today to KLEEN-STIK!

KLEEN-STIK PRODUCTS, INC.
225 North Michigan Avenue • Chicago 1, Ill.
Pioneers in pressure sensitive Adverting and Labeling

MAGAZINE CLASSIFIED
 — BIGGEST —
 — BY THE MILLIONS —
 Rates & Data for the asking
PUBLISHERS CLASSIFIED DEPARTMENT
 9 S. CLINTON ST., CHICAGO 6, ILLINOIS

Mido Back at St. Georges
 Mido Watch Co., New York, has appointed St. Georges & Keyes, New York, to handle its advertising and promotion, returning to the agency after an eight-year lapse. Albert J. Silberstein-Bert Goldsmith, New York, is the previous agency.

**Department Store Sales...
 2% Gain for Week Ending June 18**

WASHINGTON, June 23—Department store sales in the week ending June 18 were 2% ahead of sales in the similar week of 1954, the Federal Reserve Board reports. For the four weeks to June 18, sales were 5% ahead of the 1954 period, and 6% ahead for the year to date compared with 1954.

Greatest gain in the 12 FRB districts was reported in San Francisco, which had sales 9% ahead of 1954 in the week ending June 18. Largest losses were shown in St. Louis and Minneapolis, both of which recorded sales 7% behind those in the same week of 1954.

■ Sales for the other districts were as follows: Boston gained 3%; New York lost 1%; Philadelphia gained 1%; Cleveland, no change; Richmond lost 3%; Atlanta gained 2%; Chicago gained 3%; Kansas City, no change, and Dallas gained 1%.

Federal Reserve District, Area, and City	% Change from '54	
	Week Ended June	Week Ended June
UNITED STATES	+ 5	+ 3
Boston District	- 3	+ 3
Metropolitan Areas		
Boston	- 4	+ 5
Downtown Boston	- 4	+ 2
Suburban Boston	- 3	+ 12
Cambridge	- 9	+ 28
Quincy	- 5	+ 10
Lowell-Lawrence	+ 6	+ 4
Cities		
Springfield	0	0
Providence	- 5	- 4
New York District	r- 2	- 1
Metropolitan Areas		
Buffalo	+ 4	+ 2
New York-N.E. New Jersey	r- 4	- 3
Newark	- 7	- 3
New York	r- 5	- 1
Rochester	r+ 10	+ 17
Syracuse	+ 1	+ 8
Philadelphia District	r- 6	- 1
Metropolitan Areas		
Wilmington	+ 5	0

Department Store Sales Barometer

Change From 1954

Week Ended June 18, 1955	+2%
Jan. 1 to June 18, 1955	+6%

Trenton	-13	-6
Lancaster	-3	+2
Philadelphia	r-8	-2
Reading	-2	+4
Scranton	+3	+3
Wilkes-Barre-Hazleton	r+3	+11
Cleveland District	+13	+10
Metropolitan Areas		
Lexington	+8	-13
Akron	-2	+7
Cincinnati	+7	+2
Cleveland	+9	+4
Columbus	+11	+1
Toledo	+7	+6
Erie	+1	+3
Wheeling-Steubenville	+13	0
City		
Pittsburgh	+30	+32
Richmond District	r-2	+1
Metropolitan Areas		
Washington	r-1	+5
Downtown Washington	r+1	+2
Baltimore	-9	-5
Richmond	+2	+2
Atlanta District	r+10	+3
Metropolitan Areas		
Birmingham	+25	+3
Jacksonville	-1	-10
Miami	+34	+27
Atlanta	+7	*
Augusta	+3	*
New Orleans	+5	*
Nashville	+13	-5
City		
Tampa	+6	-2
Chicago District	+7	0
Metropolitan Areas		
Chicago	+9	-5
Indianapolis	+23	-6
Detroit	+4	+8
Milwaukee	-8	-6
St. Louis District	r+3	-5
Metropolitan Areas		
Little Rock	-2	+6
Louisville	+2	-9
St. Louis	+5	-5
Memphis	+1	-9
Minneapolis District	-3	-1
Metropolitan Areas		
Minneapolis-St. Paul	-3	-2
Minneapolis City	+2	+3
St. Paul City	-13	-12
Cities		
Duluth-Superior	+3	+13
Kansas City District	+10	+7
Metropolitan Areas		
Denver	+13	+20
Topeka	+11	+3
Wichita	+9	+15
St. Joseph	+11	-9
Albuquerque	+17	+5
Oklahoma City	+6	+20
Tulsa	r-2	-3
City		
Kansas City	+9	0
Dallas District	+7	+4
Metropolitan Areas		
Dallas	+10	+6
El Paso	+11	+11
Fort Worth	-2	-4
Houston	+5	+4
San Antonio	+7	+5
San Francisco District	+6	r+9
Metropolitan Areas		
Los Angeles	+9	+5
Downtown Los Angeles	+8	0
Westside Los Angeles	+9	+4
Sacramento	+21	+33
San Diego	+2	+2
San Francisco-Oakland	+3	+6
San Francisco City	+4	+5
Oakland City	0	+8
San Jose	+8	+15
Portland	+1	+8
Salt Lake City	+28	+17
Seattle	+3	+7
Spokane	+9	+18
Tacoma	+7	+26

r—Revised.
 *—Data not available.

If your "Game" is the Metalworking Industry, try the best spot of them all... the MIDWEST!

24.4% of all U.S. Industry is located in the Midwest!

The Midwest is the world's most concentrated market for metalworking machinery and supplies. Covering the area with 13,500 circulation at the production level of management, the CHICAGO-MIDWEST METALWORKER is the strong choice of advertisers who want to tap the immense buying power not reached by other media! Get the facts today! Write—

4744 W. Lake St. Chicago 44, Illinois

CHICAGO — MIDWEST METAL WORKER



The luxurious Hotel Ruiz Galindo on Mexico's Gulf Coast, is famed for its gardenia-strewn swimming pool. This magnificent resort is but one of the fabulous enterprises of industrialist Don Antonio Ruiz Galindo



Other Ruiz Galindo enterprises include Mexico's largest factory producing steel office furniture, an auto assembly plant, and others for coffee and lime processing and the manufacture of fine wooden furniture



Minister of Economy during 1947 and 1948, Sr. Ruiz Galindo is Honorary President of the Inter-American Hotel Association, adviser to many business and civic groups, and a recognized authority on the Mexican market



As an expert on his market, Sr. Ruiz Galindo uses Reader's Digest to advertise his products. Pictured in the library of the model industrial city he built for his workers, he is a Digest reader, too

Horatio Alger Story—Mexican Style!

What he knows about sales in Mexico built a business empire!

A single business venture in 1917 was the humble forerunner of the vast Ruiz Galindo enterprises of today . . . and the beginning of a success story in the best tradition.

One of the most interesting chapters in the story of Ruiz Galindo is his program to improve wages and working conditions of his workers . . . and all workers in Mexico.

This reaches its climax in his fabulous planned community, a workers' paradise and model industrial center called Industrial City DM. Nacional.

Sr. Ruiz Galindo is typical of the forward-looking businessmen who use the Mexican edition of the

Digest to advertise their products. He says, "The Digest has something of value for everybody . . . that's what has made it the most popular magazine in our market, and one of the most effective advertising and selling forces available to Mexican business! My customers read Selecciones . . . I read it, too."

You can reach more of your best customers in the Digest, too. Proof is the fact that in almost every market it serves Reader's Digest is bought by more people, at every income and occupation level, than any other magazine.

Reader's Digest International Editions

'Bazaar' Adds Salesmen
 Bud Taylor, formerly with Newsweek, J. Donald Kyser of Hearst Newspapers, and A. Stanley Hoppert of Los Angeles, have joined the New York sales staff of Harper's Bazaar. Alfred E. Bolt Jr., formerly with Scolaro, Meeker & Scott, has joined the magazine's Chicago office.

McCall Corp. Names Nichols
 Wade H. Nichols, publisher of Redbook and Bluebook, has been named a director of McCall Corp., New York. Last January he was named a v.p. of the McCall Corp. and on May 31 was appointed Redbook publisher, succeeding the late Phillips Wyman. Mr. Nichols also continues as Redbook editor.



team mates

You'll do a much better selling job with Outdoor Advertising pulling, too.

It is seen repeatedly by nearly everyone in markets you want to reach and works effectively to lower the cost of delivering product impressions.

LIPTON TEA uses this successful formula and is pre-eminent in its field.



ASK YOUR ADVERTISING AGENCY ABOUT OUTDOOR ADVERTISING

outdoor advertising reaches the most people – most often – at lowest cost

THE STANDARD GROUP OF OUTDOOR ADVERTISING COMPANIES
444 MADISON AVENUE, NEW YORK 22



Better Business Bureaus Continue Bait Ad Battle

MINNEAPOLIS, June 21—Bait and comparative price advertising are in for increased trouble from the Assn. of Better Business Bureaus.

A good share of the attention of the association's week-long convention, which ended here today, was focused on these two ad practices.

The conference approved a plan to move against comparative price abuses and disclosed that BBBs are making progress in their fight for legislation outlawing bait advertising.

In its program to combat comparative pricing, the association said it will publicize the evils of the practice while also trying to

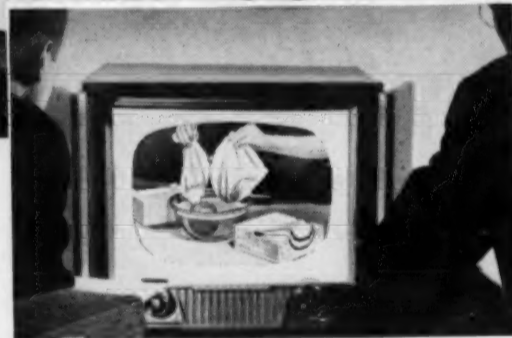


NEW OFFICERS—Elected to top posts as officers of the Assn. of Better Business Bureaus at the group's 41st annual conference in Minneapolis were, left to right, Victor H. Nyborg of Rye, N. Y., president; William G. Paul, president of the Los Angeles Stock Exchange, chairman of the board of governors, and David C. Corbin, president of City Chevrolet, Akron, vice-chairman. Other officers (not shown in the picture) elected were Hugh R. Jackson, president of the New York City BBB, treasurer, and George V. Morse Jr., general manager of the Memphis BBB, secretary.



Here was a new kind of paper napkin developed by the Scott Paper Company. It was strong even when wet. Creative imagination devised a series of tests to dramatize this "wet strength." But, which of these tests would be most dramatic to TV audiences? Experiments were made on a "live" camera in the Thompson TV Workshop...

While these tests were being made in our Workshop they were being viewed under actual broadcast conditions on television sets in J. Walter Thompson Company's office. Thus, it was possible to pick the most effective demonstration... the famous Scottkins "apple dunking" test



The J. Walter Thompson Company TV Workshop helps give the answer

—how best to dramatize your product's advantages

The J. Walter Thompson Company Television Workshop is now over a year old.

A fully equipped studio, the Workshop has a Dage television camera, sound motion picture cameras and projectors, and sets lighted by batteries of Kleigs.

A closed-circuit cable connects the Workshop with sets in the Thompson office. Thus, when a new commercial is being created in the Workshop, the whole group of Thompson people concerned can watch its development.

On sets in the office they see the

commercial as it would appear in an actual television broadcast. This saves time and money, since each step is checked by the group as work progresses.

The group can make sure your product looks right on television. They can help select models. Any flaws in the commercial can be picked out and quickly eliminated—before incurring the costs of finished production.

Because the Television Workshop serves as a "proving ground" where the creative minds and the technical minds can work out problems together, even the best ideas are given

an additional lift. The end result is more effective commercials, made to a higher standard of quality.

If you would like to know more about the Television Workshop—or see it in action the next time you are in New York—write to the J. Walter Thompson Company, A7, 420 Lexington Avenue, New York 17, New York.

Other Offices in: Chicago, Detroit, San Francisco, Los Angeles, Washington, D. C., Miami, Montreal, Toronto, Mexico City, Buenos Aires, Montevideo, Rio de Janeiro, São Paulo, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Port Elizabeth, Cape Town, Nairobi, Durban, Bombay, Calcutta, New Delhi, Sydney, Melbourne.

establish the principle that responsibility for ending it rests with business, rather than with media or the bureaus. The association also said basic standards for comparative prices will be established.

On bait advertising, the association reported that Massachusetts, Maine and Tennessee have passed laws against that practice and other states are considering similar legislation.

Victor H. Nyborg, New York, association president, said the bureau's campaign has made bait "a dirty word." He pointed out that the Federal Communications Commission now is interested in the problem and may set up rules to control such advertising.

Mr. Nyborg also disclosed that the New York Stock Exchange has consulted with the association on the excessive promotions of some low priced uranium and other mining stocks. Sen. Alexander Wiley likewise has asked the group's help in regard to other stock promotion schemes, Mr. Nyborg reported.

Association committees reported (1) that complaints about television service generally are subsiding as service men become better trained and sets better built, (2) that misleading food freezer plan advertising, once a big headache, seems to be on the increase again, and (3) that the air conditioning industry is becoming a center of misleading advertising in some localities.

The association voted to establish a committee to work with the room air conditioning industry in setting up a voluntary code of ethics.

This was the first action by the association on a newly adopted program to broaden the scope and effectiveness of the BBB's operations nationally.

The conference adopted resolutions directing the president to set up committees to:

- Study problems resulting from advertising and selling abuses.
- Confer with representatives of such industries as may be involved.
- Devise, develop, approve and apply such industry programs as may be desirable to correct such abuses.
- Coordinate the work of all members of the association in carrying

out industry programs adopted.

■ The most scathing criticism of advertising practices in the conference came from Donald Dayton, president of Dayton's, Minneapolis' largest department store.

Mr. Dayton said false, misleading and exaggerated advertising claims, which can only hurt business in the long run, seem to be on the increase.

While the BBBs and a public that is "too smart to be misled very long" pretty well take care of the demonstrably false advertising, it is more difficult to deal effectively with claims that lie in the "gray zone" between truth and falsehood, he said.

"It is the area where only moral responsibility can distinguish between right and wrong," he said.

Noting a "general lowering of the standards of good taste" in modern advertising, the department store president said he believes advertising reflects "a general inclination in our country, and the world, to ignore moral responsibility."

■ The kind of advertising that is misleading and exaggerated without stepping across the line of illegality is "eroding public confidence in business," he added.

"Public confidence in claims which are true and justifiable has been shaken by those which are simply not believable," Mr. Dayton declared.

"By a kind of hypnotic reaction, people do respond to events described as 'greatest ever' and spend their money. But merchants are deluding themselves if they believe that people are spending all they would if they had complete confidence in the store."

G. Cullen Thomas, senior v.p., General Mills, told the meeting that a few violators of business standards bring criticism on all business.

Joyce Swan, v.p. and general manager of the *Minneapolis Star & Tribune*, told the BBB executives that newspapers must be the judge of what ads they will accept and what ones they will reject. He said they cannot join in signing codes of ethics, and they cannot investigate the merchandise behind every ad.

■ He added that the Minneapolis newspapers decline liquor, beer and wine advertising at a cost of \$500,000 to \$700,000 a year in lost revenue. And, he said, they also reject annually \$250,000 worth of advertising considered undesirable.

All officers of the association were re-elected. They are William G. Paul, president of the Los Angeles Stock Exchange, chairman; David C. Corbin, Akron, Ohio, vice-chairman; Mr. Nyborg, president; Hugh R. Jackson, president of the New York City BBB, treasurer, and George V. Morse Jr., general manager of the Memphis BBB, secretary.

Vends Food Day and Night

Vari-Vend Inc., Chicago, has developed a vending machine which will dispense as many as 36 products. Originally designed to handle dairy products only, it also can handle meat, eggs, bread or ice cream. The machine's main use will be as an automatic "milkman" for apartment buildings, but it is also being considered for use in grocery stores and supermarkets to give automatic service after hours, according to the company. The coin box accepts quarters, dimes, nickels and pennies, and prices of its wares can range from 1¢ to \$1.39.

Robinson Heads Auto Council

S. R. Robinson, advertising manager of the Grey-Rock division of Raybestos-Manhattan Inc. of Pennsylvania, has been elected president of the Automotive Advertisers Council. The council is composed of advertising and sales promotion executives of about 60 auto parts makers.

**Trendex TV Ratings
June 1-7, 1955**

Fifteen Multi-station Cities

RANK	PROGRAM	RATING
1	I Love Lucy (Phil. Morris, P&G, CBS)	31.5
2	Jackie Gleason (P&G, Schick, Nescafe, CBS)	30.8
3	Groucho Marx (DeSoto-Plymouth, NBC)	29.1
4	This Is Your Life (Hazel Bishop, P&G, NBC)	25.7
5	Hit Parade (Lucky Strike, Richard Hudnut, NBC)	23.3
6	Talent Scouts (Lipton, CBS)	22.6
7	Comedy Hour—Martin & Lewis (Colgate, NBC)	22.1
8	Dragnet (Chesterfield, NBC)	22.0
9	Lux Video Theater (NBC)	22.0
10	Person to Person (Hamm Beer, Noxzema, Amoco, CBS)	21.8

McGraw-Hill Shifts 'E&MJ,' 'Coal Age' Sales Personnel

H. C. Chellson, who has been sales representative in the Pittsburgh territory for *Coal Age* and *Engineering & Mining Journal*, is being transferred to New York to succeed T. E. Alcorn, retiring New York representative. Mr. Chellson will be replaced by W. H. H. Ginder, currently manager of research and promotion for the two books.

J. E. Lange, who has been western division direct mail manager in McGraw-Hill's Chicago office for the past two years, will be moved to Cleveland, where he will succeed William Spears as district manager for the two magazines. Mr. Spears is retiring Sept. 1.

**FORT WAYNE BUSINESS BOOMS
Department Store Sales Jump 36%
To Lead All Indiana Cities**

Fort Wayne's gain in department store sales from March to April was the greatest in Indiana and the third largest in the Federal Reserve Bank's Seventh District.

No matter what you're selling you get results through powerful home coverage in *The News-Sentinel* and *The Journal-Gazette*.

FORT WAYNE NEWSPAPERS, INC., Agent



The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

**There's a BIG new Picture
in prosperous Louisiana**

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana



**MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2**

Population	860,000
†TV sets in area	164,650
Effective Buying Power	\$899,481,000
Retail Sales	\$580,937,000
Food Sales	\$129,460,000
Automotive Sales	\$122,571,000
Drug Sales	\$ 16,371,000

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC-ABC

**POWER:
100,000 watts**

**MORE TOWER:
1001 ft. 6 inches**

**Largest TV Antenna
in the United States
12 Bays—Channel 2**

\$899,481,000.00 Effective Buying Power!

Business Paper Success Story . . .

Paillard Co. Finds Business Papers Are Vital in Bolex Camera Promotion

NEW YORK, June 23—Paillard S.A. of Switzerland, which was making Swiss music-boxes back in 1814, developed many other products as the years passed, including Hermes typewriters and Bolex moving-picture cameras. The latter line, one of the best-known in the world in that rapidly developing business, has been sold in the U.S. for some time; but it has had the benefit of business paper advertising only since March, 1954—and the company immediately found this kind of promotion highly effective.

According to Edward L. Slater, advertising manager of Paillard Products Inc., of New York, wholly-owned American subsidiary of the Swiss company, the business paper advertising is now regarded as vital.

■ Up to five years ago, there had been little or no advertising for the Bolex line, due largely to the fact that it was distributed by the importing company through all

force of only ten men, known as regional managers, who cover their extensive territories every four months or so, checking dealers' needs, distributing special promotion material, and otherwise maintaining the necessary personal touch with the retailers.

Mr. Slater commented that this

setup might appear to be one where business paper advertising would be almost superfluous, with the limited number of franchise dealers, adequate direct mail and other promotion in addition to the consumer advertising, and the coverage of the situation by the regional managers. But the campaign, initiated early in 1954 through the dealer magazines, has proved so successful it is now considered indispensable.

"The appointment in March, 1954, of Fuller & Smith & Ross as the advertising agency was the turning point, and marked the beginning of the trade advertising,"

Mr. Slater told AA. "Only consumer advertising had been done up to that time. The first step taken was to systematize all of the advertising so that it was conducted along orderly lines, as a real campaign, instead of the previous more or less hit-or-miss activity. The business paper advertising was the first thing organized, and it is now the last thing we would give up.

■ "So, far from our limited franchise dealer setup making trade advertising unnecessary, we have found it just as valuable as if we were selling to the entire field.

In fact, we are, because we want the whole industry to know what we are doing, so that dealers, who formerly might not have been qualified for a franchise, can be kept interested and apply for one when they can meet our requirements.

■ "Also, with our regional managers seeing each of our regular dealers only once in four months, and direct-mail material receiving the limited attention which it does in the average case, the opportunity to reach the dealer field every month through the trade papers, which they read regularly, is too



BOLEX PROMOTION—Paillard Products Inc., New York, maker of Bolex cameras, told Bolex dealers of national promotion campaign through this ad that ran in Photographic Dealer and Photographic Trade News. Dealers obtain Bolex displays by clipping and mailing coupon at bottom of the ad.

dealers who cared to handle it. Then consumer advertising was begun by the Paillard Products organization, which had been formed to handle all American sales, and which at once realized the desirability of active promotion to assist in the job. The company formed its own distributing organization about four years ago, ceasing to sell to dealers in the mass, and forming a franchise dealer setup which has worked very well.

Price maintenance was an important factor in the change of policy, as well as the belief that a carefully-selected dealer organization, all members of which would carry adequate stocks of Bolex, would be most effective.

■ The organization includes about 1,500 out of the country's 8,000 dealers in cameras and photographic supplies, but it is so arranged that complete coverage is secured. The franchise arrangement makes dealers admitted to the organization feel that they have been given an opportunity for extra profits from a well-established line, and that it is to their advantage to work with the company.

Sales contacts with the dealer organization are handled by a



SAN FRANCISCO

valuable not to use.

"So important do we regard it to get the attention of dealers in their papers that we use a preferred position both in the business magazines and in the fan papers, the page opposite the leading editorial. Also, we see to it that the copy deserves attention, telling the dealers what we are planning to do in connection with our consumer advertising, sometimes featuring a new piece of merchandise. Generally this space is devoted to future promotion, so that the dealers will be in a position to prepare for results by adequate stocks of goods. Thus, vacation campaigns to con-

sumers, through such papers as *The Saturday Evening Post*, *Life*, *Holiday* and *Time*, are featured well in advance in the dealer advertising; similarly, so are the fall campaigns."

■ Most of the trade advertising carries coupons, usually indicating that they are to be used by franchise dealers, and returns have justified this method of getting inquiries. As Mr. Slater emphasized, the whole setup has a three-way impact on the sales job—dealers are informed by the direct-mail material of what is coming by way of consumer adver-

tising and promotion; then the regional managers carry the story to them in person, with sales kits and related material; and the trade magazines give the whole campaign a final punch, repeating and amplifying the story. Many of the dealers, moreover, apparently get the story only in the trade magazines.

■ The papers used to reach the camera and supply dealers are *Photo Dealer* and *Photographic Trade News*, the annual directory issues published by both also being employed. Typical copy runs in full pages, with an occasional

spread and now and then an insert which can be pulled out and used as a window display. News releases intended to inform the trade of interesting developments are also sent out as occasion indicates, the company being very publicity conscious, as the advertising executive quoted puts it.

"Our idea is to keep the whole dealer field, including our own group, fully informed of what we are doing," Mr. Slater said. "We want to leave no stone unturned to do this, and to help the dealers in every possible way, through the dealer magazines which they read and on which they rely. If the

dealers don't know what we are doing all the rest is unimportant; and we have found out that the dealer papers do the job."

Management, Labor Conflicts Improve Standards: Melman

NEW YORK, June 21—The American standard of living has developed from achievement of two independently sought but related goals—labor's efforts to obtain higher wages and management's attempts to reduce production costs.

Writing in the July issue of *Scientific American*, published yesterday, Dr. Seymour Melman, assistant professor of industrial engineering at Columbia University, makes the point that "studies of industrial productivity disclose that productivity levels are not the conscious goal of either management or labor.

"Productivity levels," he continues, "are not unilaterally determined by any one group in industry. Management and labor attempt to deal with their own problems. The impact of their respective pressures compels each to find solutions for the problems that are caused by the other."

■ In his article, titled "Industrial Productivity," Prof. Melman demonstrates that although industrial workers in the U. S. were paid about four times as much as British employes in the same industries in 1950, American-made machines were only 60% higher in price than the British products.

The American manufacturers, he maintains, were compelled to institute cost-cutting changes to compensate for the high price of the labor going into their machines.

Poole to Gruneau Research

Gruneau Research Ltd., Toronto, has appointed W. Harold Poole, now v.p. and manager of Young & Rubicam Ltd., Montreal, a v.p. Mr. Poole will leave Y&R June 30 and take a month's vacation before joining Gruneau Research to undertake special responsibilities in the consumer and public opinion survey divisions. Mr. Poole is a former professor of commerce at Queen's University and an assistant professor of economics at the University of Manitoba.



BEAT

Investigate at once... "San Francisco Beat"... 39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

A network-proven show, this series stands up under any investigation. As "The Line-Up," it was number one in its time period on the CBS Television Network... rated 34% higher than the average nighttime network program - 44% higher than the average network mystery program.*

"San Francisco Beat" co-stars Warner Anderson and Tom Tully... in powerful, fast-moving drama based on actual cases. Produced "on location," it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

"San Francisco Beat" is available to all stations for the first time... subject to prior sale. Get all the facts first-hand from...

CBS TELEVISION FILM SALES, INC. with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

You are missing the boat . . . if you don't use

Effective
Low Cost
Three Color
Reproductions

This pleasing, economical method of showing your product as it appears is available on fast delivery schedules. Write for samples and full information, today.

AGENTS WANTED

PARK PRESS

Parkersburg, W. Va.

GREETINGS...

Salutations, How-are-you's
are non-chargeable, time-consuming bouquets. At times—every letter in the alphabet has a price on it—more so when train approaches or during rush season. Just send that job in!

JAY P WALK
ADVERTISING TYPOGRAPHY
11 E. HUBBARD, CHICAGO 11 • MOhawk 4-6134

KFAB Joins NBC Radio

KFAB, Omaha, has affiliated with NBC Radio, replacing WOW as the network station. KFAB formerly was affiliated with CBS Radio, which has signed WOW as its network outlet in Omaha.

You Ought to Know . . . D. McAllister

The business press enjoys a positive advantage in its highly specialized circulation . . . and it must go out and sell this positive factor.

That is the primary philosophy that a veteran of business paper publishing, Donald McAllister, intends to bring into active play during his term as chairman of Associated Business Publications.

With the help of his fellow publishers in ABP, he hopes to extend and move at an increasing pace the program the organization has consistently promoted—that of bringing to business leaders a full appreciation of the importance and scope of industrial, merchandising and institutional papers on the American commercial scene.

■ "There still remains," says Mr. McAllister, "an unfortunate lack of comprehension in many places of the status and importance of the

business press and of the extent of the job it can do."

Through the medium of periodic meetings between ABP representatives and agency men, perhaps later extended to include leaders of important national advertising and business groups, the v.p. and general manager of Geyer-McAllister Publications plans to bring his objective closer to fruition.

His intimate knowledge of the field, its problems and its positive virtues springs directly from more than 30 years of work, all with the same organization. While still an undergraduate at Cornell University, where he received his A. B. degree in 1922, Don McAllister turned out free-lance editorial material for *Gift & Art Buyer*, and joined the staff of Geyer Publications as an advertising copywriter immediately after graduation.

Soon he shifted to space sales,



Donald McAllister

and in 1930 he became advertising manager. In 1937 he was named v.p., and assumed the post of advertising director for all of the company's publications. In addition to *Gift & Art Buyer*, these include *Geyer's Dealer Topics*, *Office Management* and directories for each of these trades.

■ Returning from service as an Air Force officer in 1946, Mr. McAllister assumed the additional duties and the title of general manager of Geyer Publications, which changed its corporate title in January of this year to include his own name.

His determination to spread the doctrine of the role of the American business press among the country's advertising and commercial leaders is but one part of a three-pronged program which he is bringing to his new ABP position.

■ Of equal importance to him are his plans to push for proper disposition of problems connected with the Department of Justice suit against ABP—and five other associations—(AA, May 2 et seq.), and to work on an internal education program that will help individual ABP member-publishers improve their operations.

With all this, he plans somehow to reserve enough time to work at being husband to the former Betty L. Myers, as father to Donald Jr., 7, and Liane Elizabeth, 5, and to add to his 800 accumulated hours as an airplane pilot.

Parker Protests Infringement of 'Liquid Lead' Trademark

Parker Pen Co., Janesville, Wis., has notified nine manufacturers and distributors who have used the term "liquid lead" in advertising that they are infringing on a trademark.

Most of the violations were the result of misunderstanding, according to Parker's legal counsel, I. D. Tefft, and four of the companies notified have already agreed to stop using the registered mark. The majority of companies involved thought "liquid lead" was a descriptive term rather than a trademark, Mr. Tefft said.

Bozell & Jacobs Names Lyons; Adds Account

William J. Lyons, formerly with Batten, Barton, Durstine & Osborn, has joined Bozell & Jacobs, New York, as assistant to the v.p. in charge of radio and television. Paul Gesner, formerly with *Business Week*, has joined the agency as a writer on utility accounts.

The Canterbury Shops, retail chain in greater New York, has appointed Bozell & Jacobs, New York, to conduct newspaper and radio spot campaigns.

Youngberg Rejoins 'News'

Arthur C. Youngberg has been named promotion manager of the *Chicago Daily News*. He succeeds Louis L. Pryor, who will remain as a consultant to the newspaper. Most recently editor and publisher of the *Courier*, Clinton, N. Y., and publisher of the *News*, New Hartford, N. Y., Mr. Youngberg was an assistant in the promotion department of the *News* in 1947 and 1948.

BUY A KING-SIZE MARKET

BLANKETED BY —

The El Paso Times

AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

El Paso Herald-Post

A SCRIPPS-HOWARD NEWSPAPER
EVENING

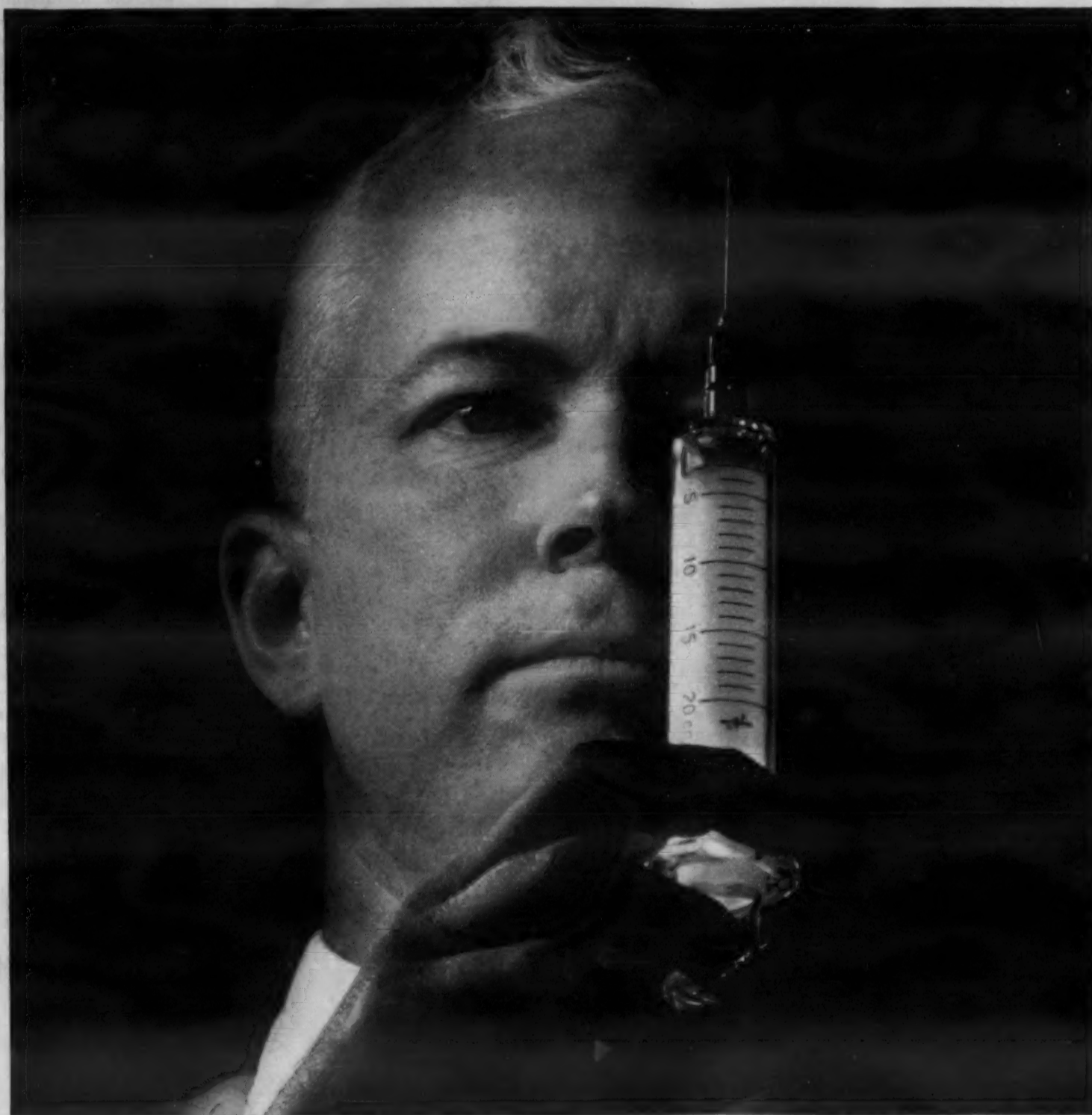
**OVER 90,000
CIRCULATION DAILY**

EL PASO

The Fabulous Southwest

NATION'S LARGEST TRADE TERRITORY

TWO Separate Newspapers • 30¢ Line BUYS BOTH!



Henry P. Becton, Executive Vice-President of Becton, Dickinson and Company, explains

"Why a doctor must never be rushed!"

"A famous surgeon used to say to his young student doctors, 'A man with a severed carotid artery will bleed to death in three minutes. You can sew it up in two-and-a-half minutes — if you're not in a hurry.'"

"Everyone who serves the medical profession must know how to be quick and sure. That's why Air Express is important to us at B-D. Our customers *must* be sure they can depend on us.

"A vaccination program, or a flood, fire or explosion can mean immediate need for hypodermic syringes and needles, elastic bandages, blood donor equipment. Air Express is the sure way to get it there.

"Air Express can save you money, too. A 20-lb. shipment from Rutherford, N. J., to Des Moines, Ia., for instance, is \$8.12. That's the lowest-priced complete service by \$1.48!"

**Air Express**

GETS THERE FIRST via U.S. Scheduled Airlines

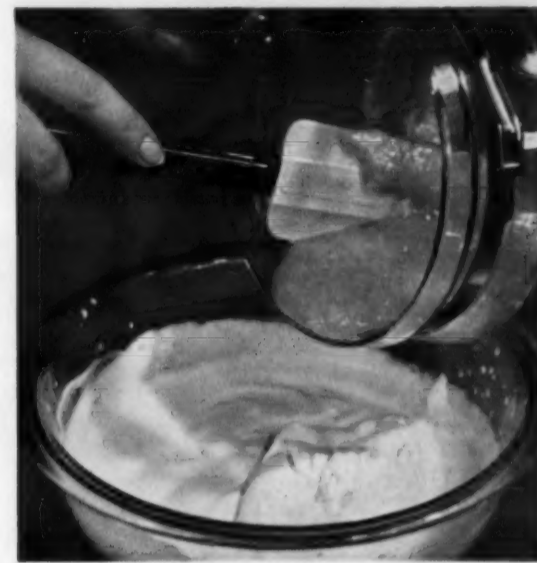
CALL AIR EXPRESS . . . division of RAILWAY EXPRESS AGENCY

Why don't you give your wife a raise?

How much salary do you pay your bride? And while we're being so nosy, how big a food budget do you give her? Maybe it's time you upped both. Do you know you eat over a thousand meals a year?

That's a lot of eating, a lot of menus to plan, a lot of crises to be met . . . what you had for lunch, what you had for dinner last night, how things went at the office, "Gad, I hate broccoli!", all your foibles . . . *Don't know how that girl would ever do it without the food pages of her favorite magazines . . .*

continued . . .





DO YOU KNOW THAT YOU — yes, even you — can create the world's most scrumptious cream pie? You can't miss. It's all right here, printed in the magazines. Full color, oven-fresh pictures . . . sequence shots like the comic strips (like the ones on our cover) . . . "do this, now this, then this" . . . directions primer-simple, specific . . . taste, calories, cost, season, all accounted for. Going too fast for you? Well, slow down . . . your magazine's not going to run away. Pick it up. Read it again. Chefs are no longer born, they are cooked up in the fabulous food pages of the magazines. Why, do you know



how many ways there are to cook an egg? How many kinds of cheese there are? The mathematical possibilities when you put the two together? The mouth-watering magic that can be created by culinary hocus-pocus with conventional things that come in tin cans? How to get a dinner together for an unexpected four in fifteen minutes flat, and out of practically nothing? Magazines have been telling and showing women how to do this ever since your mother was a girl. And are constantly doing it better and better. No other medium is so at home in the kitchen. *No other medium stands still long enough.*

continued ...



ACKNOWLEDGEMENT: To the many magazines who supplied us with superb full-color artwork from their editorial pages . . . so many, in fact, it would hardly be cricket to individually acknowledge just the few whose material filled our limited space.

Magazine
advertising
makes people
hungry...

Go on, take a bite. A cake is more eloquent a spokesman for magazines than a copywriter. And national food advertisers know it. This past year they put \$81,499,736 into general and farm magazines . . . more dollars than ever before . . . more dollars than in radio and television together. And a big part of it went for mouth-watering color and pictures, helpful recipes and menus. The food advertising pages of magazines are the most constructive of all consumer advertising today . . . *anywhere!*

Just as today, magazines are the most modern of all media . . . better edited, better illustrated, better printed. Maybe that's why more people are reading more magazines . . . and why all advertisers invested more money in magazines during '54 than in any other year in their history. And still more, the first quarter of this year.

We know. We print a million magazines a day here in Louisville. And, in case you're interested . . . we always have room for a few more.

Fawcett-Dearing

PRINTING COMPANY, LOUISVILLE, KENTUCKY

67 West 44th Street, New York 36, N. Y. • 612 N. Michigan Avenue, Chicago 11, Ill.

A MEMBER OF "THE FAWCETT FAMILY"...PRODUCING A MILLION MAGAZINES A DAY

Heinz Launches Food Line for Over-60 Market

PITTSBURGH, June 21—The new geriatric line of the H. J. Heinz Co., designed to meet diet requirements of "older people," will be test marketed in Cincinnati the latter part of July.

A spokesman said "all stores" will handle the product. Three foods—beef stew, lamb stew and chicken stew—will be offered in 8½-oz. tins for about 30¢.

The products, developed after five years of research, will be marketed as "Senior Foods." High in protein, calcium and iron content and low in calories, the line will be produced without salt.

■ Frank Armour, Heinz v.p., said, "The country's population of people over 60 years of age is steadily climbing and indications point to an even more dramatic gain in the years immediately ahead. Today there are approximately 18,500,000 persons in the U.S. who are past 60, as compared to only 8,000,000 in 1920. By 1960, census estimates show that there will be 23,500,000 men and women over 60."

The absence of added salt makes the products especially valuable to persons suffering from hypertension, while the addition of vitamins provides important dietetic requirements for elderly persons' diets, it was said.

The second test market will be in St. Petersburg, it is reported.

■ Called "Senior Foods" at the suggestion of Dr. Harold A. Wooster, of the Heinz Food Varieties Fellowship of Mellon Institute, the specialty foods were proposed five years ago, Heinz said.

Helen Wigman, as associate of Dr. Wooster, was instrumental in development of the product.

Miss Wigman said Heinz personnel selected the ages of 60 and over for the adult classification. Geriatrics is defined in a Thorndike Barnhart dictionary as the "science which concerns itself with the study of old ages and its diseases."

Miss Wigman observes that adulthood starts at different ages in different people, and adds that "there are plenty of people at 40 with hypertension, a disease normally associated with the aged."

■ Over 30 foods were investigated in the study, according to Heinz.

Miss Wigman said, "We hoped to perfect a complete menu of these specially designed foods. The experimental ones included a high-protein soup, a low-calorie salad dressing, a low-calorie dessert, a high-protein main dish with added calcium, minerals and vitamins."

Miss Wigman said the foods were developed only after careful research into body requirements.

Arthur Dimond, advertising director at Heinz, said the company's advertising plans were not yet completed.

Heinz will produce other foods in the same line.

Deck Joins Ad Promotions

Harry J. Deck, formerly branch sales manager for the Chicago office of Miller Printing Machinery Co., has been named a partner in Advertising Promotions, Chicago sales promotion company.

Tippett & Co. Moves

Tippett & Co., Boston agency, has moved from the city to 6 Abbott Rd., Wellesley Hills.

Ad Press Assn. Elects

The recently organized Advertising Press Assn., New York, has elected permanent officers for 1955-56. They are Robert McIntyre, Editor & Publisher, president; William Freeman, New York Times, v.p.; Lawrence Bernard, ADVERTISING AGE, corresponding secretary; Ted Lonergan, Advertising Agency, recording secretary; Bernard Tolk, Printers' Ink, treasurer, and Herb Stephen, Printers' Ink, ex-officio adviser.

CBS-TV Signs 2 Stations

WWSW Inc., which is due to start telecasting in Pittsburgh in the fall as a result of merged applications, has been signed by CBS Television as a full basic affiliate. CBS-TV has also signed WTWO, Bangor, Me., as a primary affiliate.

ANPA Recognizes Nyburg

The American Newspaper Publishers Assn. has granted recognition to Nyburg Advertising, Baltimore.

ILLINOIS 1955 CONSUMER ANALYSIS

COVERING 18 ILLINOIS MARKET CITIES

... Brand Acceptance and Buying Habits On A Statewide Basis ... Foods ... Beverages ... Toiletries ... Appliances

... Soaps and Cleansers ... Gasoline ... and Distribution On Many Grocery Products.

Write Today For Your Copy Of This New 1955 Consumer Survey

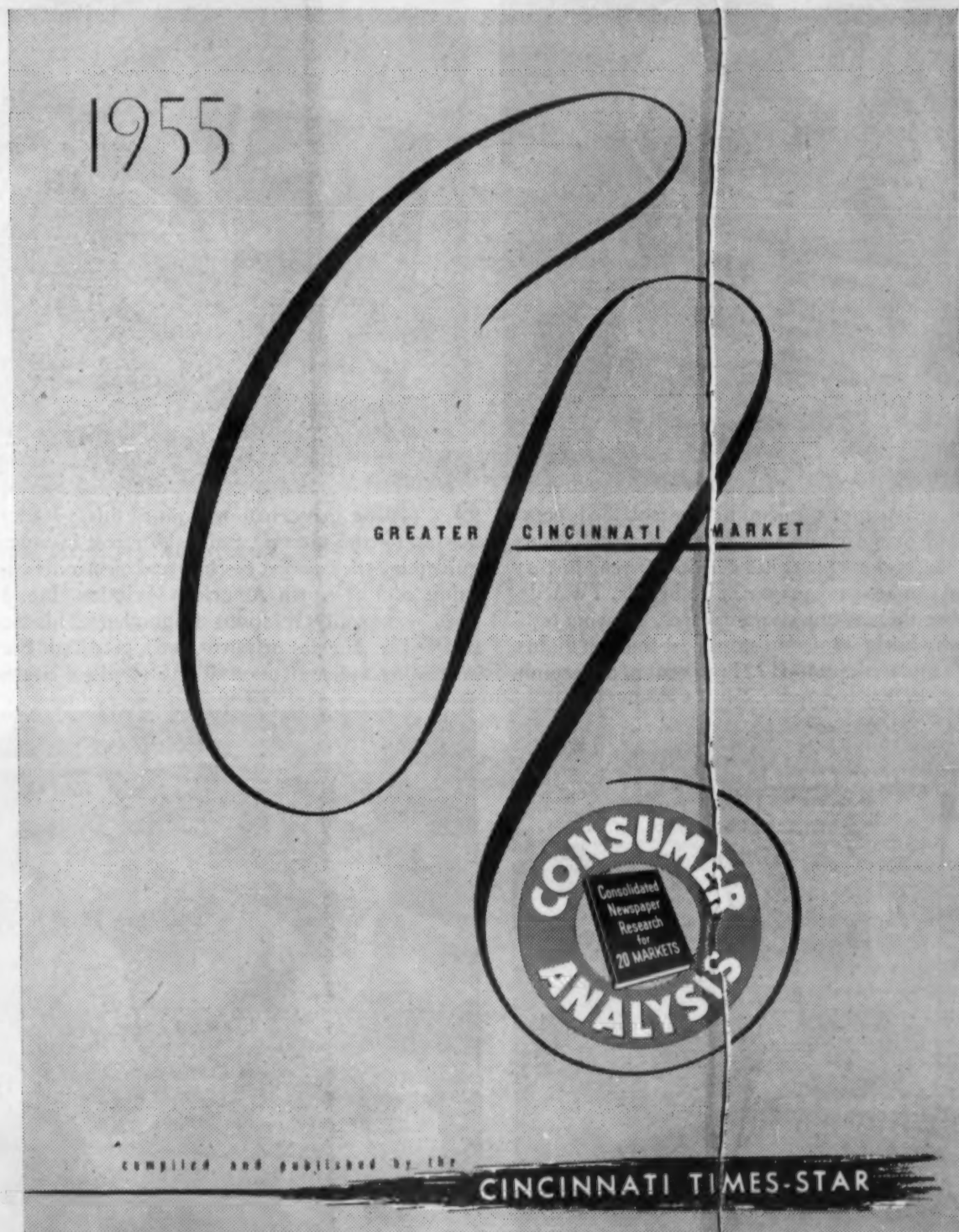
ILLINOIS DAILY NEWSPAPER MARKETS

605 East Capitol Avenue

Springfield, Illinois

Now Available for Your Use . . .

THE CINCINNATI TIMES-STAR'S



Copies may be secured from:

GENERAL ADVERTISING REPRESENTATIVES
O'MARA & ORMSBEE

New York, Chicago, Detroit, San Francisco, Los Angeles

OR

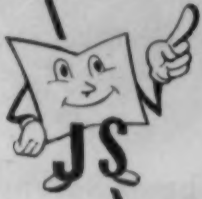
THE CINCINNATI TIMES-STAR, General Advertising Department, 800 Broadway, Cincinnati 1, Ohio

IT TAKES 146 MOTOR FREIGHT LINES to move merchandise "IN" and "OUT" of Peoria...



But

When it Comes to COVERAGE **ONE** does it in PEORIA



The Peoria Journal Star effectively penetrates the rich 13-county PEORIA Area... Metro. Peoria daily circulation ratio-to-homes... 98.3%.

PEORIA JOURNAL STAR

Daily net paid 100,000 plus

Represented Nationally by WARD-GRIFFITH CO., Inc.

PEORIA: FIRST in Illinois



People in Smaller Agency Work Hard, Know More: La Fond

NEW YORK, June 21—Everyone in a small agency has to know more about more things, and more about each client, than in a big agency. And everyone in a small agency does more work than any individual in a big agency.

Those are the beliefs set forth here yesterday by Richard D. La Fond, president of the advertising agency bearing his name, in a talk to members of the Eastern t.f. Club.

"The average account man in a small agency," he said, "combines copy, client contact, and a good deal, if not all, of the media selection, plus having a more-than-average influence on the art."

Pointing out that the big agency "specializes in specialists," Mr. La Fond, whose organization bills about \$600,000 a year, added,



NAUTICAL TOUCH—A half-gallon Captain's Decanter of Kentucky Tavern bourbon, complete with its own nautical carrying case, is being introduced with full color ads in national magazines by Glenmore Distilleries Co. The decanter will be available in states that permit the sale of alcoholic beverages in half-gallon sizes. D'Arcy Advertising Co. is the agency.

BBDO Newsletter

- 1 Air Raves
- 2 Double Duty
- 3 Farmer's Market
- 4 TV Box Office



1 Satisfied customers make highly satisfied copywriters for Trans World Airlines' new Super-G Constellations. After opening the biggest promotion in its 30-year history with newspaper spreads and magazine color ads, TWA decided to interview the passengers themselves. Glowing testimonials show why business on non-stop coast-to-coast flights, where Super-G's are used, jumped 121 per cent in one month.



2 Telling government and business leaders about its new and better aircraft and its progress in atomic research, guided missiles, rocket engines and electronics, is one advertising goal of North American Aviation, Inc. Maintaining good community relations is another. This campaign by BBDO Los Angeles achieves both, gets high Starch reports in leading national magazines and plant city newspapers.



3 Long copy doesn't bother farmers—not when it's full of valuable product information and service helps. In a recent edition of the California Farmer, these ads for U.S. Steel, Standard Oil Company of California and Northrup, King & Co., were rated by Readex as the three highest in reader interest. Standard, in fact, outdid the front-cover photo by 25 per cent. All three by BBDO San Francisco.



4 Top stars like James Stewart are helping to put "The General Electric Theater" among TV's top-rated shows. Playing a reformed gunman in *The Windmill*, Stewart joined a growing list of stage and screen personalities who have made their TV acting debut on this G-E series. Many of these television "firsts," including those by Joseph Cotten, Alan Ladd and Jane Wyman, will be telecast again this summer.

"Your large agency outmans us every time; they have men who do nothing but 'leg art,' others who do nothing but hold clients' hands and still others who hold their heads—the clients' heads, I mean. They also have people who write, who take care of production, who analyze media, who schedule media, bill media and—well, they've just got more specialized people than we have."

■ But by doing more with fewer employees, the agency head maintained, the smaller organization keeps its overhead, and consequently its bills to clients, lower than the larger agency can.

Mr. La Fond took a crack at the current trend toward extreme specialization in the advertising field with a parenthetical story about an advertising man who applied for a job with an agency that had just obtained a big cereal account.

"He said he had all the qualifications," Mr. La Fond recounted, "and had worked on that cereal that went 'snap, crackle, pop!,' but the v.p. who interviewed him stated that 'their picture, while comparable, was even a bit more specialized.' It seems that their cereal went 'snap, crackle, Davy Crockett.'"

■ The speaker paid tribute to the help given him by media representatives at the time he opened shop in 1946. To find the answers to his problems, he turned, he said, "absolutely nowhere but to the publishers and their representatives who, far from belittling a small, hopeful newcomer, did everything possible to help me get started with market information, distribution patterns and practices, product competition, and helped, literally, in hundreds of other ways."

Acknowledging that the small agency sometimes is locked out of competing for big accounts, Mr. La Fond concluded by reminding his audience that such an organization can vary its services to clients by buying specialized functions such as marketing counsel and art work. "Where we've needed as many as 15 different artists on one campaign," he said, "we've bought free-lance—just as the big agencies do."

Lowe to 'House & Garden'

William H. Lowe Jr., formerly assistant to the president of Ogilvy, Benson & Mather, has been named editor in chief of *House & Garden*, New York.

N. Y. Paper in Brooklyn Drive

The *New York World-Telegram & Sun* is using Criterion three-sheet neighborhood posters in a campaign to increase its Brooklyn circulation.

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • SEATTLE • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS • ATLANTA

Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Discounter Tells His Side

C. M. Writes to an Auto Maker

Repetition Gets Woolf's Okay

Weiss Wonders About 'Famous' Brands

Admen Created the Discount House, New York

Discounter Says; Assails Fair Trade

By Stephen Masters

President, Masters Inc., New York

I stand before you today, gentlemen, as one small representative of a colossus of your own making. Yes, gentlemen, I am your own creation—the discount house operator of 1955.

The United States Chamber of Commerce estimates the discount operation today to be a retail business in consumer goods which has reached the staggering total of \$25 billion a year.

How did you gentlemen accomplish this? By transposing the creative selling of national brands from behind retail counters (where such selling was becoming pretty weak and indifferent) directly into the homes of America through such channels of communication as magazines, newspapers, radio and television.

You employed the talents of top copywriters, researchers, photographers, artists, packaging designers, script writers, actors and producers. You performed a selling job on national brands that has become the wonder of the modern world. In fact, gentlemen, you have done your job so well, that you have started a retail revolution.

■ For 20 years, day in and day out, you talented gentlemen of the advertising and public relations fraternities have given millions of low-income Americans inoculations in middle class ways of life. You changed their habits and their thinking. You introduced them to the promised land of better living at better pay, more leisure for more fun, better homes and gardens, air conditioning, outdoor barbecues, record players, television, rotisseries, sports cars, power tool workshops and "do-it-yourself."

You have made advertising the modern pre-sale instrument of low cost mass distribution. You preconditioned the huge expanding audience of middle class America for branded consumer goods. You pre-sold them—you gave them faith in the quality of a brand and all the selling points they needed. Who needs retail sales clerks? All one has to do, is look for the right price at the right place, and take it home!

Since you were in large part responsible for creating the modern phenomenon known as the discount house, there should be no mystery in your minds as to the way the discount house fits into the picture of today's merchandising.

■ The same streamlined, mass distribution which built up the chain store and catalog mail order business, the self-service supermarket and superdrug store, also fathered the discount house. All of these modern retail marketing miracles are alike in one important respect: They move goods efficiently, quickly, at low cost and markup, taking advantage of modern display, modern lighting, modern packaging and the psychology of impulse buying at

At the Advertising Federation of America golden jubilee convention in Chicago, Stephen Masters, head of a New York discount house chain doing over \$20,000,000 annual volume, with 500,000 card-holding customers, said that advertising had created the discount house by developing an infinity of wants and pre-selling name brands. He also whacked away mercilessly at fair trade. His speech, which was read for him because he was ill, is reprinted here in full, to give AA readers an insight into how one of the three largest discount house operators in the country views modern retailing and distribution.

point of sale. Their appearance on the American retail scene was inevitable, and, if their success should be an occasion for passing out prizes, you gentlemen, who have made the American consumer brand and quality conscious, deserve a lion's share of the awards.

I wonder whether you realized the consequences when you popularized the most notorious fiction in the whole history of retail advertising, namely, the factory list price? Did it occur to you that unrealistic pricing only served to stimulate realistic retailing all the more?

The "off-list price revolution" is a phrase coined by my distinguished colleague, here on the panel, Mr. E. B. Weiss. The factory list price has become the point of departure for a new group of merchants who unashamedly identify themselves as discount houses.

■ But offering the public a discount off a high, factory list price does not in itself constitute a successful retail operation.

The successful discount operation is not just a cut price operation. It is a streamlined, low cost, fast turnover, high-unit volume, low margin operation, in pre-sold national brands. And profitable, as I propose to show you. It is an operation by men who get up earlier than their competitors and work later; who use their creative brains to procure and move wanted merchandise at lower costs and pass on the resulting economies to an enthusiastic public.

Let me give you a short history of Masters and the nature of its business, so you can understand the true function of our type of operation, and the part it plays in the distribution of merchandise. I hope to convince you that the wild, hysterical outbursts made against Masters are completely false and misleading.

From humble beginnings in 1937, Masters, by a determined policy to bring to the buying public the greatest variety of branded merchandise, and to sell it at the lowest possible price, has grown to where, last year, our gross volume was well over \$20 million, and our card-holding customers number more than 500,000.

■ These figures can only mean that the type of business done by Masters, a discount house, has found great favor with the general consuming public. We are talking of the buying public, and not of the attorneys for manufacturers, their

clients, executives of distributing companies and other retailers.

The experience of Masters is not unique. There are hundreds and hundreds of other perfectly legitimate discount houses, whose growth and general popularity demonstrate that they meet the approval of the shopping public.

What do the policies of Masters consist of? There is a prevailing misconception that discount houses do not render services to their customers.

To those of you who may hold this view I want to point out emphatically that Masters offers services equal to, and in some instances better than, those offered by many department stores. For example:

- 1. All merchandise is brand new and sold in original factory-sealed cartons.
- 2. Masters allows a refund or exchange at any time up to 30 days, with no questions asked.
- 3. Masters furnishes a one-year guarantee in addition to the manufacturer's usual warranty.
- 4. Masters maintains on its own premises a large, dependable service repair department.
- 5. Masters makes home deliveries.
- 6. Masters forbids switch-selling policies.
- 7. Masters offers a time payment plan.
- 8. Masters makes every item in the store, every single shopping day in the year, reflect a worth while saving of money.

What store that you know of offers more?

If any of you here believe that these eight services are idle boasts, intended to deceive our customers, I invite you to check with the Better Business Bureau, an impartial organization all of us can respect.

■ So there you have it. Inspect any reputable discount house operation and it becomes easy to see that most of the charges leveled by the so-called "fair trade" advocates are meaningless. Their charges have no more merit than the charges once leveled at chain stores, self-service supermarkets, mail order houses, or house-to-house instalment operators.

The price-fixing laws that still remain on statute books insult the intelligence of honest merchants and their public. The "fair trader" uses the term "price cutting" as if it were a cuss word. There is no moral turpitude involved when Macy's undersells Gimbel's, or when Masters undersells Macy's.

Price reductions, based on cost reductions because of efficiencies in the operation of a business, are a fundamental requirement of the American free competitive system—just as much so in a retail store as in a factory.

Does the price fixer, in the name of so-called "fair trade," intend to fix by law the minimum price at which GE and Westinghouse shall sell toasters to a wholesale distributor? Is it immoral when RCA undercuts Philco? When you destroy free price competition at any level—manufacturing, wholesaling or retailing—you set up the framework for cartel monopoly and a totalitarian economy. You have destroyed the free enterprise system—the very system that helped the "fair trader" to prosper and this country to become great.

■ The chief complaint of those who oppose us seems to be against loss leaders. We are accused of using loss leaders to attract customers. The truth is, department stores, chain drug stores and grocery supermarkets, are the chief offenders. Masters does not follow a loss leader policy and does not believe in it. We do not sell it if we can't make a profit. The loss leader technique is not the baby of the discount house. Rather, it is accepted policy of many of our largest department stores, including two or three over on State St. Loss leader selling and discount house pricing are not the same thing! Loss leader retailing cannot compete profitably with low cost retailing.

Thirty-one states prohibit selling below cost plus a reasonable markup of 6 to 8%. Are "fair traders" interested in these laws? No—they are interested in only one thing—price fixing to prevent competition.

■ Strangely enough, some of the most aggressive "fair trade" price-fixers, while insisting upon a "fair trade" price fixing schedule for their small appliances, impose no minimum price for large appliances such as refrigerators, washing machines, and all the other big ticket "white goods" items. Now, if the harmful effects of a non-"fair trade" policy have any application to small appliances, the same harmful effect should apply to these larger items. But isn't it curious that we see nobody rushing in to slap "fair trade" prices on "white goods"?

If it is true that discounting shatters the value of the manufacturer's trademark, shouldn't Westinghouse or General Electric Co. want to protect the trademark

on their refrigerators as much as their toasters?

The fact of the matter is, no manufacturer suffers any impairment of his trademark, when his merchandise is sold in its original factory-sealed carton. Actually, the discount house enhances the value of the trademark by making its distribution wider and faster.

■ It is estimated there are between 6,000 and 10,000 discount houses quoting percentages off factory list price, throughout the country; roughly, eight times as many houses as before the war. In New York City alone, there are over 1,000 discounters as compared to 400 or 500 in 1951. Ninety-five per cent of all electrical appliance sales and between 55% and 70% of all other big-ticket appliances are sold through discount houses.

Beyond any shadow of a doubt, the great majority of the consuming public has come to rely on the shopping advantages offered to them at discount houses. The public sees little justification for paying full list price on a growing number of over-priced, over-margined, under-serviced lines. The alert retailer—discount house or otherwise—is amply rewarded, if he passes on to his customers the substantial savings that are brought about by efficient, economical selling costs.

To illustrate this point, let us examine the statistics issued by the National Retail Dry Goods Assn. on the cost of operation by its member stores, and compare them with operating costs experienced by Masters. You will see how Masters is able to run an efficient shop that makes a substantial profit operating on margins that would distress a department store!

Items	NRDGA	Masters
Salaries & Wages	17.70%	5.69%
Store & Selling Expenses	8.50%	2.11%
Warehouse & Shipping	2.25%	1.95%
Office & General	4.45%	1.45%
Total	32.90%	11.20%

■ These figures show conclusively that a member store of the NRDGA must pay \$32.90 for every hundred dollars of sales it takes in. Masters, however, rings up one hundred dollars' worth of sales at a cost of only \$11.20. Perhaps the reason for this fact is that we do not have fancy services, charge accounts, high priced legal staffs, non-productive departments or non-productive store executives! And if our salary percentages are lower it does not mean we pay lower wages. We pay higher wages, but we use only productive people. On April 1, Attorney General Brownell told the NRDGA at its dinner meeting in Washington, "There's a good chance that what is called 'unfair competition' is merely keen competition!"

Earlier the same day, Edward Howrey, chairman of the Federal Trade Commission, told the anti-trust section of the American Bar Assn. that the anti-trust laws were never intended as an insurance against business failure.

These are wise words that I recommend for the consideration of every retail spokesman who favors so-called "fair trade" price-fixing legislation because his own store cannot meet discount house

competition.

At the risk of repeating something you are already thoroughly familiar with, I want to call your attention to the recommendations recently made by the Attorney General's national committee to study the anti-trust laws.

"We, therefore, recommend," says the Attorney General's committee of 60, "congressional repeal, both of the Miller-Tydings amendment to the Sherman Act and the McGuire amendment to the Federal Trade Commission Act, thereby subjecting resale price maintenance, as other price fixing practices, to those federal anti-trust controls which safeguard the public by keeping the channels of distribution free."

■ To me, price fixing is an umbrella for the high cost retailer; an umbrella that protects his need for a markup great enough to allow him to continue his inefficient, poorly managed, obsolete method of operation. To those of you who contend that "fair trade" pricing strengthens competition at the retail level, I think that it can be simply shown that quite the opposite is true. The inefficient retailer, under a fixed price system, has no incentive to improve his services or to cut his costs when he is covered by the "fair trade" umbrella.

If every store carried the same article at the same price, it would be reasonable to assume that the store doing the most advertising would be the busiest. Since this is what department stores are doing every day, isn't it logical that the smaller retailer with a modest advertising budget might then be tempted to ask Congress for an over-all limit on advertising? The possibilities of shielding the inefficient retailer from the elementary storms of survival are infinite, as a result of this fallacious "fair trade" argument.

■ It would be aimless at this point to repeat the many additional arguments involving "fair trade" since, I feel sure, the mounting attention it is receiving in the daily newspapers, magazines and trade press, has already served to give you ample knowledge of this nationwide controversy.

Repeal or amendment of "fair trade" statutes is fast taking shape everywhere. During the past few months, one state after another has thrown out, in whole or part, their own so-called "fair trade" laws.

The American way of life can only continue if we can manufacture and distribute as many products as possible, at prices that Americans can afford to pay.

Let me quote, in conclusion, from a recent statement made by Julien Elfenbein, editorial director of the home furnishings group of Haire national business magazines:

He said: "Our country under the Constitution is dedicated to a free, competitive enterprise system where more and more goods are produced and distributed in ever-widening channels, and where the economies are passed on at ever-lower prices to more and more consumers, thus raising the standards of living for more Americans to earn more and buy more and also support a costly government."

Employe Communications . . .

Union vs. Company Publications

By Robert Newcomb and Marg Sammons (Mr. and Mrs. Newcomb operate their own organization in employe relations.)

While certain editors of company publications for employes, with their well-oiled defense mechanisms, will bitterly assail it, an article in the current issue of the *Harvard Business Review* is one of the finest exposures yet written of the

failures of management communication. Called "Round One: Union vs. Company Publications," it was written by Fred C. Foy, the new president of Koppers Co., and Robert Harper, editor of the employe paper, "Koppers News." It is a thoughtful, sincere and well-documented appraisal of the mushmouth techniques of management conversation.

The authors have made an intensive

The Creative Man's Corner . . .

'From Every Angle...'



Dear Mercury Division, Ford Motor Company:

We have just seen your ad entitled, *You Don't Have to Look Twice to Tell It's a Mercury.*

We have read the subhead—which reads: *Mercury's Standout Styling is Shared by No Other Car!*

Frankly, we have to look three or four times at any car these days to tell exactly what make it is. First time we got a glimpse of the new Mercury, we couldn't tell if it was a Ford or a Lincoln. Or maybe a Plymouth.

You say, "From every angle, you can tell it's a Mercury." Maybe—after you've been as close to 'em as you folks are every day. But we common folk get only a passing glimpse.

Let's take a couple of features you mention. Let's take the hooded headlamps that blend in smoothly with the body. Lots of cars this year got hooded headlamps that blend in smoothly with the body. Let's take the Full-Scope Windshield. Maybe other makes don't call it Full-Scope. But they got it.

It's likely, of course, that you realized this. We get this impression from the last paragraph—in which you invite us to see a Mercury dealer "for a close-up look." We take it you mean about six inches from the insignia on the hood.

Fact of the matter is, we had to look twice to be sure just whose ad it was.

THE CREATIVE MAN

study of 700 employe magazines, along with a good cross-section of union publications. And they ask: "Isn't a fighter who goes into the ring against a two-fisted opponent with one arm tied behind him asking for a licking? Yet this is just about what management is doing in its battle with the unions to win employe support for the American economic system as it has developed under private enterprise."

■ Researchers Foy and Harper point to two stern conclusions: (1) Only the unions are "vigorously and effectively driving home to their members their arguments and their point of view. Week after week they pour out a flood of carefully planned and well written articles which . . . advocate more government participation in the economy and reflect a solid front on almost every major policy question"; (2) in contrast, "the management publications regularly reaching the same union members fail—with only a few exceptions—to present any point of view about what management feels is good for America. Usually well written and often beautifully printed, they cover mainly employe social news, company sport activities, and brief news reports about the company. For the most part they are conspicuously silent on such basic subjects as the profit system or on key current is-

sues before the legislatures." Management does not counteract union activity on realistic "breadbasket" subjects, the authors insist. "Employe publications," they point out, "frequently take a negative approach to challenging problems—more often resorting to 'sniper tactics' against the opposition than to clear, logical statements of management's case." "Controversial subjects," they add, "were avoided, but at the same time attempts were consistently made to stimulate pride in the virtues of the 'American Way of Life.'"

■ The authors urge management to make the decision to talk frankly, to encourage the editor to write his material simply and understandably. They suggest that this firm type of communication calls for high-caliber editing "far beyond the 'picnic and bowling team' kind of writing being done in many employe publications today."

Instead of resenting this strong assault upon their products, editors of employe magazines should recognize the opportunity it may provide for them. The blow is actually only a glancing blow; the full impact of the haymaker appears to fall—as it should—right on the chin of management. Let us hope that it does not put management in a deeper sleep than it now finds itself.



Easy to see why S. C. Johnson & Son Inc. picked **Sports Afield** for a full-page campaign for Johnson's CAR-PLATE WAX. 96.9% of Sports Afield subscribers own and drive their own cars—hundreds of thousands of them care for their cars 100%. So you can see that Sports Afield is the gateway to a major market for anything that goes in, on or around an automobile. Detroit papers please copy!



SPORTS AFIELD

THE AUTHORITY FOR FISHING AND HUNTING



A Hearst Magazine
959 Eighth Avenue, New York 19, N. Y.

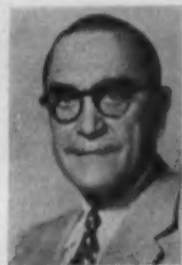
Salesense in Advertising...

Irate Housewife Is Repelled by Sameness in Advertising

By James D. Woolf

(Mr. Woolf is an advertising consultant who spent many years as v.p. in charge of creative activities of the western offices of J. Walter Thompson Co.)

Before me is a letter from Mrs. P. R., a New York City housewife, who declares she is not sold by repetition. In fact, she tends to gag at the "same damn bowl of cornflakes," repeated over and over again.



James D. Woolf

I have no doubt that many of my readers will agree in general with her point of view. Her letter is so entertaining and provocative I reproduce it here in full:

"Cecil D. Notley, who has an advertising agency in London, was quoted in the same issue of AA in which your teacher of advertising complained, 'Advertisers and advertising experts do not have a commonly accepted philosophy... I see little evidence of general agreement on what is or is not competent advertising...'

"In another article Mr. Notley voiced his suspicions of standardization in British advertising: 'I detect an awful standardization that may creep over everything here... Even the advertising is standardized... All extremely competent, of course, but all very much the same.'

"And I recall a phrase from Sinclair Lewis' 'Arrowsmith,' which I think my memory has not garbled too much. 'There are a thousand paths to a thousand truths.'

■ "Why, Mr. Woolf, must an ad always employ a common-sense, right-to-the-point and no-nonsense-about-it approach? Advertisers are justified, I believe, in perpetually sweating over whether or not consumers notice their advertising. The repetition of the same approach, the same damn bowl of cornflakes, the same strawberries, the same healthy children grinning over the same bowls of soup can deal a mortal blow to my reader interest. I enjoy variety in a life that is 85% routine. And I am not sold by repetition. When the same cornflakes are advertised the same way, over and over again, I must decide either to read the ad and gag or turn the page and reject the approach.

"Corn flakes, like any subject, has a limited area for creativity and for selling. But why limit the approach? I like to see pictures of cornflakes with strawberries every now and then. And every now and then I like to see—right-away-quick—what corn flakes will do for me who eats them, and how they taste, etc.

"And then I like a change of pace, and I enjoy the 'goon' in his underwear who's yelling for his Post Toasties. The goon does draw my attention. And I am relieved that the first words in the ad are not about taste, nutrition, etc. I've been inhaling the aroma of taste, nutrition, etc., for so long that my nose can't smell it. But the goon who wants more corn flakes perks me up. And I buy more corn flakes.

■ "I'm a housewife, not a merchandising or advertising expert. And I get tired of being relevant all the time, and sensible all the time, and I know very well, without having 'direct, head-on appeal, pertinent to the product' rammed into my eyeballs every time I look at an ad, that cornflakes have their unique taste and nutrition. I eat them.

"Why should there be agreement on one approach? Why should techniques be the same? Why doesn't someone call 'confusion' 'variety'? And what's wrong with an ad about something you eat being warm

and humorous? Variety might be bewildering to teachers. But people like variety and new twists. And variety sells."

■ Like Cecil D. Notley, I "detect an awful standardization" in advertising, and along with this housewife I deplore it. But when I say that, I am not saying I have no faith in repetition. I believe that repetition is a vital and basic principle of advertising. Examine the record and you will find that the advertisers of many leading products have been faithful to this principle. Take Campbell's soup, for instance. You will note that Campbell's copy sticks religiously to a few basic selling appeals; over the years a definite uniformity of thought has run through all of the advertising. And the same damn bowls of soup have been featured in the illustrations for a long, long time. Wrigley's gum copy has clung, as far back as I can remember, to the simple theme that the product is delicious and refreshing. The layout and picture format, the work of Wrigley's Otis Shepard, remains virtually unchanged after at least 15 years. After 30 years we note that Pond's advertising continues to feature the testimony of such society beauties as the Duchess of Leeds and the Comtesse de la Falaise. Coca-Cola has recently freshened up its illustrative treatment, but basically the copy appeal departs very little from the approach that

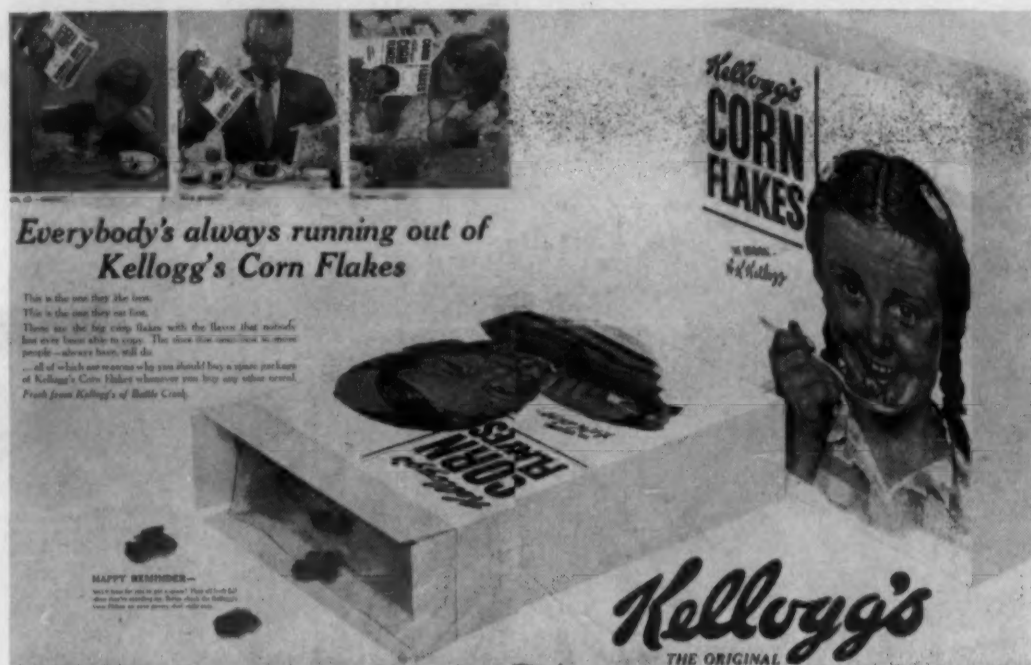


EXAMPLE—This handsome color page is a far cry from the "awful standardization" Mr. Notley complains about. I offer it as proof that an advertisement can be different—a striking eye-stopper—and yet not be "cute," silly, and meaningless.

has been used for a quarter of a century. For more than 30 years Sherwin Cody has been asking us, "Do You Make These Mistakes in English?" And the Cody people know what they are doing because, being mail order operators, their copy must pay off or else.

■ I hold to the notion that it takes a long, long, LONG time to sell an idea to the American people. At the time the famous Princeton study was made, 50% of the American people believed the United States had been a member of the League of Nations, with another 26% confessing they didn't know. It is not at all unlikely that a similar survey today would uncover a substantial number of people unable to identify "99 44/100% Pure," or "The Beer that Made Milwaukee Famous," or "A Skin You Love to Touch," or the cereal that snaps, crackles and pops. Again I say: It takes a long, long, LONG time to implant an idea into the consciousness of the public.

I have no quarrel, as I have said, with this housewife's dislike for "awful stand-



FRESH, ORIGINAL—The Burnett agency is producing ads for Kellogg's (without showing the "same damn bowl of cornflakes" time after time) which are fresh and delightful. When I defend advertising that is competent I am not upholding sameness and monotony. We should strive for ads that are a pleasure to look at and read—provided they stay within the bounds of common sense.



DISTINCTIVE—This brilliant Douglas color page demonstrates again that an advertisement can depart radically from the usual standardized pattern and still make a lot of salesense. Ads need not be nonsensical in order to achieve effects that are distinctive.



THE LEGEND—This inviting color page is completely unlike the advertising done by competitive pancake mixes. It is more or less a repeat of the copy theme that did so much for Aunt Jemima more than 30 years ago.

ardization." But I don't understand why she picks on corn flakes as a horrible example of standardization. I call her attention to the advertising of Kellogg's Corn Flakes. Leo Burnett Co. is producing campaigns for this product which are fresh and original and delightful—yet at the same time sensible, revelant, and right to the point.

I am intrigued by this lady's pert and pithy letter. But, after digesting it, I am still opposed to goons and other such nonsense in advertising; it is fairly easy to produce advertising that is fresh and eye-catching and dramatic without using the infantile and allegedly humorous devices so much in vogue today. And I still have faith in the power of repetition.

On the Merchandising Front...

How Famous Is a 'Famous Brand'?

By E. B. Weiss
Merchandising Consultant

Perhaps one of the strangest quirks in a business function that is still rather loaded with oddities is the total inability of the business of advertising to come up with anything remotely resembling a definition of what constitutes a "nationally advertised" brand, or a "nationally known" brand, or a "well-known" brand, or a "famous" brand.

This situation wasn't primarily of theoretical concern even before the discount operation became a dominant factor. But now, with even our so-called "legitimate" retailers featuring "discount" promotions (there are no more "bargain sales," you know), and with these discount promotions offering "famous" brands "whose

name we cannot divulge in this advertisement," the situation becomes one of still more practical concern.

For the discount operation, this situation is made to order. However, it isn't only the discount operator, in his innumerable guises, who makes "nationally known brand," and its many derivatives, a somewhat misleading claim; our more established merchants are not immune to the same temptation.

■ For example, late in February, Macy's, New York, ran large advertisements offering an unnamed "famous" brand of ¾ hp air conditioner for \$169—a considerable reduction from list. Gimbel's, New York, also ran large advertisements offering another "well-known" brand for

\$159. (I should add, parenthetically, that Macy's promptly dropped its price to \$159!)

What was the air conditioner featured by Macy's? The Petro.

What was the air conditioner featured by Gimbel's? The Perfection.

Now I have no concrete figures on the total national or even local advertising budget put behind the Petro or the Perfection air conditioning units by their manufacturers. I suspect that, as applied to their air conditioning units, the advertising budgets of these two brands would hardly rate as strong advertising investments in this particular category of appliances. And I know that, as a shopper who reads advertising somewhat more carefully than 99% of the general public, if I had been asked to name the "famous" or "well-known" or "nationally advertised" brands of air conditioners, I surely doubt that the names Petro or Perfection would have occurred to me. Would they have occurred to you?

I willingly admit that these two names may, indeed, be well known in other realms, although I have no information on this point. But the point I am making

is that, when the shopping public reads in an advertisement that a store of the Gimbel or Macy type is offering a "famous" brand, or a "nationally-known" brand, or any of the other derivatives that convey the impression to the shopper of "nationally-advertised" brand, the shopper tends to think of such names as Philco, General Electric, etc., etc. And I suspect that those who frame the advertising quite calculatingly hope and expect that this is what the public will conclude.

Whether anything can ever be done to rate the "fame" of "famous" names, or in any other way to bring a semblance of order out of this entirely chaotic situation, is something I am not very sanguine about. And I take that pessimistic attitude with the greatest reluctance—because there is little question that this inability to arrive at anything resembling a definition of a "known" or "famous" or "nationally advertised" brand leaves a loophole for the nimble operator wider than the proverbial barn door—and since I have several big barns on my farm I have a healthy respect for the size of barn doors!

Any suggestions?

Looking at Radio and Television...

Peeking and Eavesdropping

By The Eye and Ear Man

As frequently predicted here and in the private agency-client television seminars, the fatalities in television are manifest. This fall will see problems caused by once-favorite properties. Drooping are: Meet Millie, Our Miss Brooks, Loreta Young, Dear Phoebe, My Little Margie, Mr. Peepers, Stage Seven, Halls of Ivy, See It Now, Fireside Theater, Armstrong Circle Theater, Danger, I Married Joan, The Millionaire, Ray Milland, Justice, Public Defender, Topper, Red Buttons, Horace Heidt, So This is Hollywood, Imogene Coca, Donald O'Connor, Professional Father, My Favorite Husband, Willy, and others. In the daytime there is an equally imposing list of casualties to join the "What ever happened to Kyle MacDonnell?" school.

Some of these shows may emerge, but most will fall by the wayside already cluttered up with once-top-favorites. The significance of this observation is not the gleeful chuckles that follow a wake but a clear objective evaluation of the hazards of buying a television program.

Buying a hit program is an impossibility. No one knows what a hit show is. If he did he wouldn't have to work for a living. Even the most expert expert often fails to bat better than .500. And even when the lucky guess is right, the clue is to wait and guess when the hit property is burned out.

The greatest fatalities seem to be in the shows that rely on a strong personality and especially a comic. The greatest sin seems to be appearing too often. A Martin and Lewis can still command a vast audience by appearing about six times a year. A Martin and Lewis trying an every-week show would be by now about as appealing as Red Buttons.

Does this, then, presage a new form of programming and buying television? The answer is probably "Yes." The trend toward the use of spectaculars as a magazine type of advertising would seem to indicate that. The breaking into regularly scheduled programs for extraordinary types of programs will be more commonplace next year. And everyone will benefit. The advertiser who is pre-empted will get a credit which he can apply against an extension of his regular television campaign. The public will get a change of pace and the regular program will get a breather which may add to

its life expectancy.

Even the indefatigable Milton Berle, seeing the ugly handwriting on the wall, has decided to cut back on the number of programs he is going to do next year. Despite the statistical evidence to the contrary, there is a going trend toward replacing a regular series with another type of program in the summer instead of repeating old shows of the same program. Desi Arnaz was one of the fore-runners of this theory when he allowed as how he would rather have the viewers breathlessly awaiting the new fall Lucy series than have a lot of them muttering about seeing tired old repeats all summer long.

All of this leads, alas, to no axioms. Television continues to be a fast-moving medium, and the advertiser must be alert to reflect the changes with expedient buys and must maintain maximum flexibility at any time.

There is one fact that seems to emerge which may be useful: The time franchise is the only stable commodity in this wild game of programming. Time franchises reflect people's living habits. Programs come and programs go—even the best—but 9 or 9:30 p.m., E. T. over the years still is the best place for your changing program schedule. To latch on to one of these prime times and hold on like a leech is the principal rule of succeeding in television. Maintain the entire exclusive franchise if possible or at least get a half-partner share with as much control as possible.

When the advertiser gets this franchise he must then recognize that to be successful he must reach everybody. He, therefore, is more often than not a bad judge of programs. What he likes, assuming he is in the upper income and better-educated group of leaders, certainly will rarely appeal to the mass audience he hopes to command. Divorce your personal likes and dislikes from a program decision, if you can't leave that decision up to the experts with the full understanding that only the ratings will be the final determinant of success.

Television is indeed a crap shoot. It is grandly rewarding when it pays off and very depressing when it falls. But, cheer up. Chances favor your program reaching seven million homes next year, if it is telecast between 8-11 p.m. At any rate, that's what the median show will

look like next January. Meantime maintain your franchise and hope that your new show works.

Editor's Note: All entertainment business is said to have a short memory. No branch of it, apparently, has a shorter memory than the newest branch, television. At least this story reinforces that view:

The question seems to be who is Kyle MacDonnell, not how do you spell her name.

AA called CBS for the correct spelling. CBS Information said with a who-is-that inflection, "A Kyle McDonald is on a program here?" CBS program information said the same thing, and added, "The name isn't listed in Radio Registry. You might try another network."

NBC information asked, "What department is Mr. Kyle McDonald with?" NBC program information said, "It's spelled Kyle MacDonald. She substituted for

Janis Carter on 'Feather Your Nest' some time ago. Try NBC casting or 'Feather Your Nest' itself." NBC casting didn't answer.

The switchboard at "Feather Your Nest" said, "She did a show for us once when Janis Carter was sick two days. The spelling is Kyle MacDonnell on the forms. Try Charles Kinney, casting director, William Esty agency, to be sure. They got her for us."

Kinney said, "Our cards have Kyle MacDonald." Asked to check the spelling, he did and called back, "It's Kyle MacDonnell. I got it from her agent, Baum-Newborn."

Baum-Newborn said, "She just completed eight weeks in 'South Pacific' at Lambertville, N. J., and is doing musical comedy stock around the country this summer, playing St. Louis, Dallas."

She was on the cover of Life, May 31, 1948.

Looking at the Retail Ads

Saturday at the BAY!



Trim your build and smarten your wardrobe with the eye-catching good looks of a sport jacket that features newest color blends!

\$35

Enjoy the perfect fit, slimming lines, new colors of our own Bayrevel slacks!

16.95

Bring bright Spring to your windows and rooms with the open-sugar sheers of nylon curtains, 2 styles, a size to fit your window!



For a sunny room, 48-inch deepery pleats that add new beauty. Reg. 2.78 to 3.98!

Advertisement for Hudson's Bay Company featuring a Golden Pheasant nylon shortie. Text includes: 'This Spring wear beautiful shone famed for fit, for style and created by Golden Pheasant' and 'Even the lightest color is practical when you wear a nylon shortie! it washes'.

Advertisement for a nylon shortie. Text includes: 'Even the lightest color is practical when you wear a nylon shortie! it washes' and '\$25'.

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

The clips shown here are from a store that's doing about as consistent a job of really trying to use advertising to sell merchandise and serve the public—as any store on the American continent.

The city is small; the newspaper rate is very high relatively; space must be husbanded.

So the ads are not very goodlooking. They would make some U. S. (and Canadian) advertising people a little ill. For many ad people judge advertising solely by appearance.

But the people who create this stuff have no illusions about the purpose of advertising. Both the ad people and the management believe you use advertising to sell merchandise. And instead of relying on price alone for copy, which is a quite common procedure in both the U. S. and Canada (among stores where art and art alone is god) these people use good headlines and copy, and lots of both.

This is the Hudson's Bay Co. store in Victoria, B. C. This advertising must be rather exciting and agreeable for Victorians to read.

One of the secrets of successful advertising lies in getting store buyers and ad people and management to under-

stand that advertising is not directed to the public. Every ad is directed to only a segment of the public, the segment that is prospective.

This store has learned that. A great store in the states that works pretty much on the same theory is Hudson's in Detroit. Their ads, except in special programs for fashion prestige, are apt to look crowded. Illustrations are smaller than most stores use. They use more copy per column of advertising than most stores. They rarely win the national department store prizes that dilettante judges give to dilettante ad creators for pretty ads that make nice scrapbooks, but high advertising percentage figures against direct sales. They have one of the best volume and profit pictures in the U. S.—consistently. Their markdown figure turns other great merchants green with envy. Good advertising has something to do with it.

When ad people begin to advertise to impress the prospect instead of the judges of department store advertising competitions, any store gets a big break. If store executives would look at the "awards" hanging in their ad departments and realize how much they have cost the store in potential volume that was foregone for prettiness, they would likely never again tolerate the high price of fancy framed awards.

Pay Tv Has Been Broadcasting's Biggest Issue So Far This Year

(Continued from Page 1)

Zenith Radio Corp. (through Teco Inc.) Skiatron TV and International Telemeter Corp. Their rear-line forces include some u.h.f. operators, sports impresarios and Hollywood interests.

The opposition is spearheaded by the American Broadcasting Co., Columbia Broadcasting System and the National Broadcasting Co. Among their allies are the Joint Committee on Toll Tv, a group of motion picture exhibitors, and major telecasters.

The Federal Communications Commission, which has the job of deciding whether pay television shall be authorized, has been getting more mail than Arthur Godfrey and Liberace combined. The deadline for comments from active participants has passed. Now they have a couple of weeks left in which to comment on one another's comments.

Would-be subscription tv operators claim that pay television will raise the medium to new programming heights, while the opposition insists it will destroy the traditional American system of free telecasting.

This argument is not likely to be settled soon. The commission adjourns for vacation during the month of August. In September the staff will begin sorting through the volumes of verbiage. The odds are that a date will be set for a hearing to start in the spring.

On the other hand, it may be decided that the commission does not have jurisdiction because of the scope of the problem, in which case the fate of toll tv will rest with Congress.

The raging battle has already spread to the halls of the House of Representatives. This week Congressman Emanuel Celler (D., N. Y.) asked Congress to prohibit subscription television; a few days later Congressman Frank Chelf (D., Ky.) made a speech insisting that the people should be given a chance to speak their minds on the subject.

Color . . . Where Is It?

Another subject—color tv—has not caught on well enough with the public yet to cause any great stir. Despite the reams of publicity collected by the color specs last year, papa doesn't seem to be in a hurry to run right out and buy a set. This may change when the promised bigger screens get into the stores—and at a price the average breadwinner can afford.

Meanwhile, colorcasting has practically vanished from the network schedule for the summer months. The only regular color show you could hope to see if you did have a set during the warm months is the "Producer's Showcase" (Ford and RCA on NBC); CBS' tint shows are off for the summer; DuMont's "Sunday Supplement" has signed off while the network's color equipment is being checked. ABC has been—and still is—sticking strictly to b&w.

Both Columbia and NBC have announced augmented color schedules for fall, however. J. L. Van Volkenburg, president of CBS Television, promised affiliates at least two weekly colorcasts in the fall in addition to the monthly "Shower of Stars," which will be back for

Chrysler. A series of ten Saturday night "Specials" (CBS' word for spectacular) has been sold to Ford. Some of these shows will be in color as will some of the "Omnibus" productions.

NBC will let the kids see the color of Howdy Doody's flaming hair and freckles. Part of the college football series—General Cigar and Schick—are the first sponsors signed—will be in tint. The same will be true for the Sunday Maurice Evans (Hallmark) dramas, the NBC operas and such Telementaries as "Project 20" and "Wide Wide World."

This is in addition to last year's schedule of Sunday, Monday and Saturday night monthly specs. Oldsmobile returns as Saturday night sponsor; Ford and RCA, as mentioned above, stay with the Monday period throughout the summer. Available in smaller pieces this year under a plan called Color Spread, the Sunday night show is sold out through December, 1955.

Sponsors Get Shoved

Despite rumblings of discontent from advertisers and agencies who grumble about the network's take-this-show-if-you-want-this-time policy, there are no signs of a sponsor revolt. Even Procter & Gamble, which made a fetish of controlling its programs in the heyday of radio, has been buying in on established shows as a co-sponsor.

A big program shakeup is now on—CBS has said that half of its shows will be new in the fall—but the networks in many cases have forced the change. In at least one instance a sponsor got the news that his show was being replaced from a third party; however, his time spot is a good one and he is staying with it—and the new show.

If the question of cost—Jackie Gleason size or any other—is getting sponsors down, they have yet to show it. Many advertisers are changing times or programs, but few are dropping out of network tv. There have been some cutbacks, notably by Philip Morris, which gave up the top rating "I Love Lucy."

And whether or not advertisers find it distasteful, the magazine concept of tv sponsorship appears to be firmly entrenched. Anybody who watches "Tonight" (NBC) on a Friday when the entertainment sometimes gets lost in the log jam of minute participations can't help being convinced that there must be a lot of advertisers who are sold on the idea.

Here Comes Hollywood

Most important new force looming on the programming front is the motion picture industry. The big motion picture studios have decided that if they must live with television, they might as well make some money out of it. Like everybody else they have heard the story of Walt Disney and a Tennessee named Davy Crockett.

This fall all the major motion picture studios will be more or less in the tv production business. ABC, which already has 68% more video business on the books for the 1955-56 season than the company grossed on the tv network in 1954, will air a Warner Bros. hour production and an MGM half-hour show weekly in the fall. General Electric, Liggett & Myers and Monsanto Chemical will co-sponsor the Warner series; American Tobacco and General Motors are expected to present the MGM package.

Twentieth Century-Fox will produce a twice-monthly hour telecast for General Electric (CBS-TV), and Paramount Pictures, through York Pictures, which it owns with Dean Martin and Jerry Lewis, is staging the "Colgate Variety Hour" (NBC).

Radio Reviving?

Radio has been showing signs of new life in 1955. Loudest noise was made by NBC, with its grandstand play for "Monitor," the new weekend service. But the biggest checks were still being picked up by CBS, which is well ahead of the field in the billings competition. The hottest race is for second and third place in the network business standings, with ABC breathing down NBC's neck.

While NBC is breaking with tradition in selling "Monitor" in pieces ranging from six seconds up, Columbia has been going in the opposite direction by staging a revival of the "old fashioned" hour broadcast. Woolworth and Amoco have joined Kraft as sponsors of a full-hour show. "Monitor" started fast with a strong lineup of advertisers.

The two front running networks, however, have one thing in common. They both have suffered a major blow from the country's No. 1 ad spender, Procter & Gamble. The soap maker is dropping two NBC and three CBS strips as of July 1. Columbia has already signed a new sponsor for one of these for two days a week.

The two biggest chains are alike in another respect. They both have recently gone through top level management changes. Arthur Hull Hayes came from the West Coast to replace the retiring Adrian Murphy as president of CBS Radio. When William Fineshriber Jr. resigned as v.p. in charge of the NBC Radio network, Robert Sarnoff, exec. v.p., took over his duties.

ABC's biggest catches of the current season were Texaco and Chevrolet. Texas Co. bought ABC's weekend saturation news packages—22 five-minute newscasts—for 33 weeks. Chevrolet became the first major automobile manufacturer to buy daytime network radio when it joined Don McNeill's list of "Breakfast Club" sponsors. The purpose: To get housewives out to look at the new Chevrolets.

Mutual Broadcasting System made a hit with time buyers by putting out a simplified rate card—with a single rate for day and night time and a single discount based on dollar volume. For advertisers the revised rates, effective in July, mean a reduction of up to 25% for evening time, in some cases. Daytime remains about the same.

CBS also is considering streamlining its rate structure and will probably use the single rate as a way of doing it. ABC already is on a single rate basis.

There is a good indication that a lot of those vanishing network dollars are going into spot. Last year the Station Representatives Assn. estimated that national spot radio grossed \$130,000,000—or slightly above the 1953 figure. This year, the association says business looks to be as good as it was in 1954.

As any radio listener can tell you, virtually everybody seems to be singing about a product these days. Hunt's tomato sauce is credited with doing for Songstress Peggy King what Walt Disney did for Davy Crockett.

An expanding Radio Advertising Bureau is out helping stations beat the bushes for new customers—be they Joe's corner grocery or General Foods—and apparently successfully so. Quality Radio Group of 35 high-powered stations is putting together an assortment of taped shows for fall, which it hopes will have advertiser appeal.

But what of the future? Can four networks survive in the face of constantly declining revenues? Will some or all of them decide that life is too short to struggle to retain the fickle fancy of Mr. Sponsor? Will they then take the easy way out by dropping network service and concentrating on their owned stations where they can be sure of making money? Or will they merely change the nature of their operation by giving up lines for tape or by switching to a program service furnished to stations on a fee basis?

Anybody want to make a prediction?

Research . . . All Quiet

Research, the section of the broadcasting business which usually produces a lot of fireworks, has been exceptionally quiet during most of this year.

After the reverberations that followed the release of the Advertising Research Foundation's suggested standards for radio-tv ratings died down, there hasn't been a sign of a real old fashioned name-calling controversy.

There was a minor flareup when the Station Representatives Assn. criticized the new Nielsen local ratings in Los Angeles and Philadelphia for short-changing radio due to inadequate sample size. Despite this salvo, Nielsen is now publishing local radio and tv ratings in more than 50 markets. The company also has heeded radio's pleas and incorporated the "auto-plus" in its network radio measurements.

Months before this service made its appearance, Pulse Inc., the pioneer in measurement of out-of-home listening, satirized the potential competition with a cartoon of a heavily bandaged man in a hospital explaining to his friend, "I was filling in my car Audilog." (Nielsen auto diary, to the non-researchers!)

However, such outbreaks were sporadic. For the most part the last few months have been an era of good will, with competitors more inclined toward cooperation than squabbling. Most notable step in this direction was a working agreement between one of the oldest and one of the newest names in the field—C. E. Hooper Inc. and

(Continued on Page 50)

The NATIONAL TOY JOBBER—Quick, sure way to get toy distribution. Circulation includes 6,500 toy wholesalers, 2,000 toy manufacturers, 600 sales reps. The only trade paper giving blanket coverage of the wholesale toy field, manufacturers and reps. All ads keyed to Reader Service Card.

SOUTHERN TOY JOURNAL—Over 4,700 circulation in the big 14-state Southern toy market covering all retail, chain, dept. store and wholesale outlets. Read and supported by all Southern toy people.

P. O. Box 4411
Pine & Luckie Sts.
Atlanta, Ga.

Write for
descriptive
folder

545 Fifth Avenue
New York 17, N. Y.
Murray Hill 7-6865

A WORLD-WIDE STAFF OF EDITORS AND CORRESPONDENTS...in England • Germany • Switzerland • Italy • Sweden • Spain • Denmark • France • Holland • Turkey • Australia • Canada • South Africa • Japan...REPORTS NEWS OF TECHNICAL DESIGN DEVELOPMENTS

DESIGN NEWS



ELECTRONIC ELECTRICAL MECHANICAL HYDRAULIC

WORLD-WIDE EDITORIAL COVERAGE PUBLISHED TWICE A MONTH



Exceptional Results accrue to the hundreds of manufacturers who advertise in DESIGN NEWS

Growing Recognition

for their products and services in the huge Original Equipment Market . . . inquiries that are exceptional in quantity and character . . . such sales-building results stem from publishing concepts and policies that create Intensive Readership.

Here, in outline, are the publishing policies of DESIGN NEWS

- NEWS Reporting of Technical Design Developments by
- A World-Wide Staff of Editors and Correspondents
- Staff Writing and Interpreting of these World-Wide NEWS Reports
- Semi-monthly Publishing for "liveness" of NEWS
- A Format that provides MAXIMUM VISIBILITY for Advertising
- A TOUGH Circulation Policy—100% request—100% verified every year

ROGERS PUBLISHING COMPANY • New York • Cleveland • Detroit

Chicago • Los Angeles • Executive Offices: Englewood, Colorado

Publishers of DESIGN NEWS and its "Partner in Progress" PURCHASING NEWS

AGAIN... ○○○

Retailers choose **LIFE** the **N^o1** merchandising medium

What media symbol do the retailers of America use most often to promote manufacturers' brands to the public?

An examination of the presentations which won the 1954 Retailer-of-the-Year Awards shows ADVERTISED-IN-LIFE was used 2½ times *more often than all other magazine tie-ins combined*. Here are the figures . . .

	No. of magazine tie-ins*
LIFE	851
Saturday Evening Post	103
Better Homes and Gardens	38
Good Housekeeping	33
Mademoiselle	20
Parents'	20
Look	14
Glamour	11
24 other magazines	86

*Source: Joseph A. O'Connor & Co.

Why LIFE is the retailer's **N^o1** selling partner . . .

More people buy LIFE each week than any other magazine . . . over 5,649,000 copies

More people read LIFE . . . 3 out of every 5 Americans over the age of 10 in the course of 13 weeks†

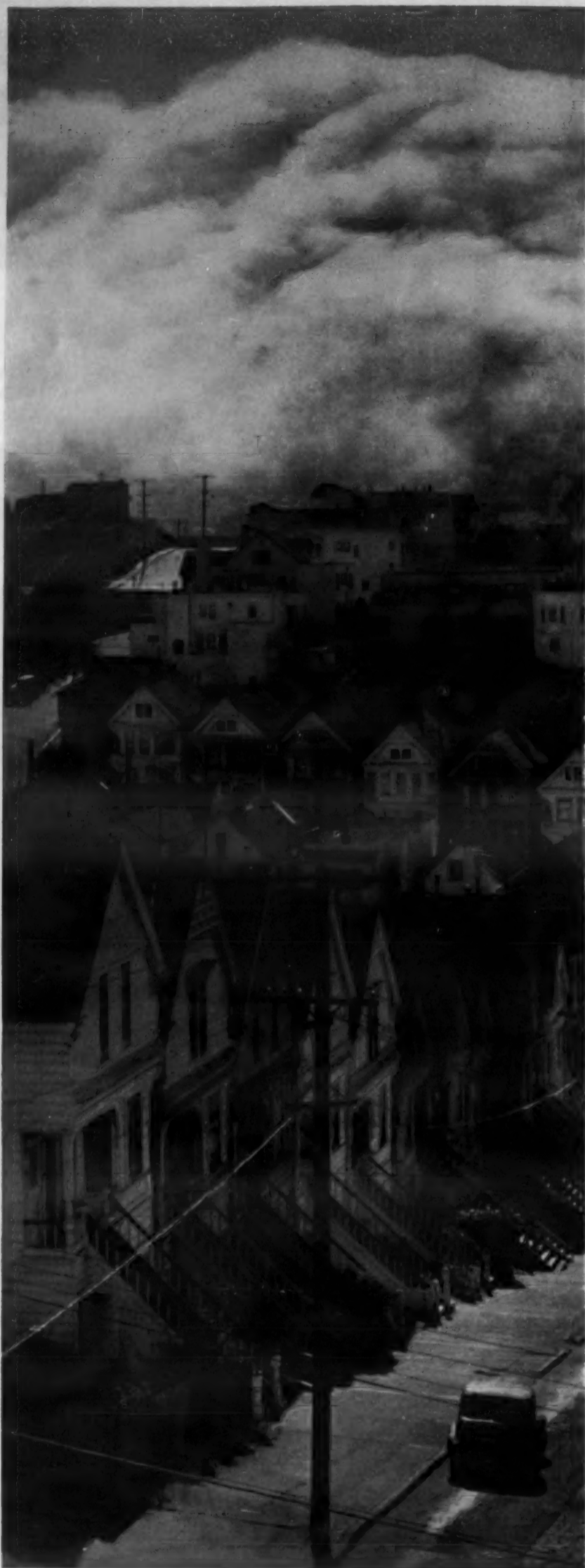
More advertising dollars are invested in LIFE than in any other magazine . . . \$114,035,747 in 1954; \$25,541,228 in the first quarter of 1955, 6% ahead of LIFE's 1st quarter in 1954.

†A Study of Four Media (1953), by Alfred Politz Research, Inc.

America's most significant selling symbol



9 Rockefeller Plaza, New York 20, N. Y.



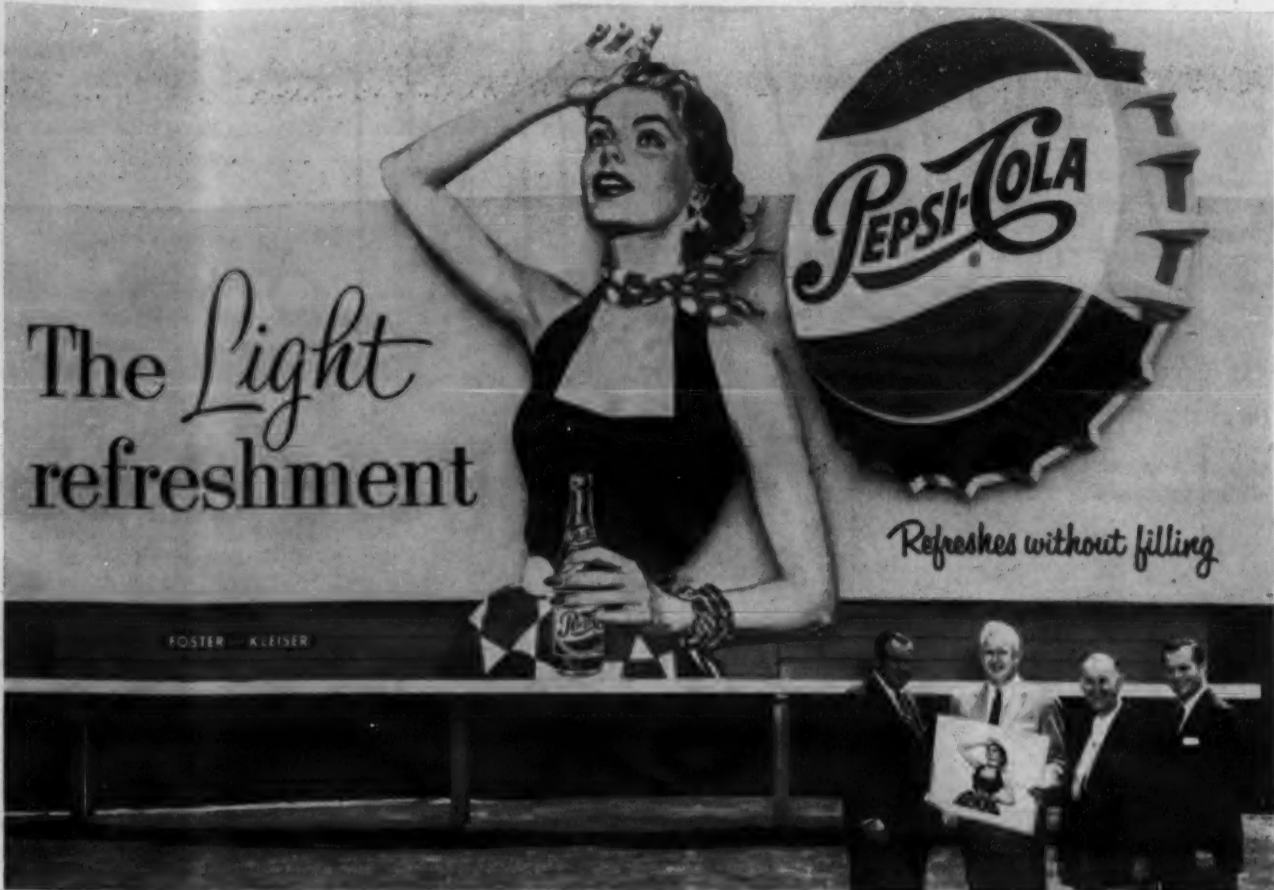
This is San Francisco...

where KCBS has "coverage that counts!"

Count the mail received by KCBS personality programs and you find pulling power, response in direct proportion to our Northern California population.

KCBS
50,000 WATTS

Represented by CBS Radio Spot Sales



ROTATABLE FACING—This painted bulletin is one of seven designed by Reed Springer, Foster & Kleiser, Los Angeles, which will rotate among bulletin spots in the company's L. A. plant. Shown with the bulletin are Jack Runyon, Biow-Beirn-Toigo, Los Angeles; Don Kendall, Pepsi-Cola v.p.; Dick Gustave, president, Pepsi-Cola Bottling Co., Tulare, and Robert Leonard, Foster & Kleiser's L. A. sales manager.

Hegarty's New Book Tells How to Pep Up Sales Meetings

NEW YORK, June 21—Some timely tips on how to sell salesmen at a sales meeting are found in this new book, "Making Your Sales Meeting Sell," by Edward J. Hegarty, director of sales training, electrical appliance division, Westinghouse Electric Corp. The book sells for \$4 and is published by McGraw-Hill Book Co.

Mr. Hegarty lists several techniques for running large and small meetings and covers every step, from deciding what you want your meeting to accomplish to the fine points of sending your audience away with your ideas clearly in mind.

■ The author tells how to prepare programs, write and deliver speeches, use visual and demonstration materials, and gain audience participation. He places particular emphasis on the importance of ideas for enlivening meetings and tells where to get ideas and how to use them to keep the audience interested.

In addition, Mr. Hegarty emphasizes current trends toward audience participation, role-playing, and group-run activities, with suggestions for working them into sales meetings.

CBS Radio Spot Boosts Dooley; Names Swearingen

Robert M. Dooley, with CBS Radio Spot Sales, New York, since December, has been promoted to an account executive. He succeeds Henry W. Maier Jr., who resigned to join Crook Advertising Agency, Dallas, as marketing director.

George R. Swearingen Jr., formerly manager of the Atlanta office of Weed & Co., has been appointed manager of the Atlanta office of CBS Radio Spot Sales. Mr. Swearingen is succeeded at Weed by George L. Griesbauer, previously sales manager of WTTG, DuMont television outlet in Washington.

Hughes to Hoffman-Manning

Nancy Bryan Hughes, formerly with Marvin Sherres Inc., has joined Hoffman-Manning, New York, as copy and publicity director.

now... GENE AUTRY
and ROY ROGERS
first run films on...
'TRAILTIME!'

Gene Autry and Roy Rogers full-length feature films, (the best Westerns ever made) are being shown for the first time in this area on Tom Chase's ever-popular "Trail Time" program!

"Trail Time", long the number one rated local daytime show in the Omaha-Iowa area, can't help be even better now!

In the last "Hooper Roundup" ... "Trail Time" drew a whopping 35.0 rating ... the opposition—8.5!

Let Tom Chase ... Roy Rogers ... and Gene Autry ride herd on your product and put it in an average of 108,500 homes reached daily by "Trail Time"!

Contact Fred Ebener, Sales Manager, or your nearest Blair TV man for availabilities.



TOM CHASE
Ranch Boss on "Trail Time,"
another of WOW-TV's proven
"ON THE AIR SALESMEN"

WOW TV OMAHA
Channel 6

Max. Power • CBS • NBC
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines
A Meredith Station • Frank P. Fogarty, Vice-Pres. & Gen. Mgr.

Danish Gallup Group Completes Survey of Denmark Market

COPENHAGEN, June 22—Relief is at hand for admen who have been thirsting for market data on Denmark.

The Danish Gallup Institute here has completed a massive survey of the Danish market for the Berlingske group, publisher of three weekly magazines and three newspapers, including *Berlingske Tidende*, Denmark's largest circulation daily.

The survey, conducted between 1950 and 1953, is based on interviews with 12,500 persons and it brings to light a wealth of information about the living habits of the 4,250,000 Danes.

■ The results have been published in a 170-page report, available with a 20-page English supplement containing a glossary and index. The supplement enables any reader of English to find his way about the report with little difficulty.

The survey, which has been welcomed enthusiastically by admen here, covers a multitude of subjects. Respondents were asked 55 questions, and thereby provided a comprehensive guide to this market. Some of the highlights are:

- 70% of households have an annual income of less than \$1,450 a year, only 5% earn more than \$2,800 a year.
- 37% of the adult population smoke.
- 30% of households have a bath, but only 28% have hot running water (which presumably leaves 2% with cold baths).
- 95% of the population have insurance.
- 78% cook by gas.
- 15% of adult men use an electric razor.
- 91% have radios.
- 28% have refrigerators.

■ Kaj B. Hessov, a Danish adman with a keen sense of humor, reviewed this survey for *Dansk Reklame*, organ of the Danish Advertising Assn., and among his observations were:

"To the shaving-ritualist, who since his school days invariably has finished the morning shave with spirit, cream and powder, without which his day would have been doomed to inactivity and catastrophe, the table on page 129 is simply abominable. Only 36% of Danish men use shaving spirit (after-shave lotion). Cream is not mentioned at all. Talc is used by only 5%.

"What perspectives to sellers and advertising agents. People need enlightenment and education. I do wonder if this nation of neurotics, suicides, losers of international matches and phantom-ridden miniature gangsters, into which we have gradually developed, will be reborn to new and great achievements by a nationwide introduction of refreshing and clean morning ritual: spirit—cream—powder."

Admen interested in looking at the survey or obtaining copies should apply to Joshua B. Powers Inc., New York, advertising representative of the Berlingske publications.

Leifer to Fiore & Fiore

Stanley J. Leifer has joined Fiore & Fiore, Jersey City, as director of marketing and merchandising. He formerly was advertising manager of Vitamin Corp. of America.

Packaging Council Elects

A. S. Roberts, North American Co., Philadelphia, has been elected president of the Forest Products Packaging Council, a group composed of representatives of industries and government agencies interested in commodity packaging. Other new officers are E. H. Van Wagen, General Motors Corp., Detroit, v.p., and W. K. Kruger, Forest Products Laboratory, Madison, Wis., secretary.

Milwaukee Marketers Elect

James Costello, Bert S. Gittins Advertising, has been elected president of the Milwaukee Industrial Marketing Assn. Other officers elected include Martin Kachigan, Ladish Co., v.p.; Elmer Whitson, Ampco Metal Inc., secretary, and Earl Holsen, Frank H. Bercker Studios, treasurer.

Leon Co. Joins Four A's

S. R. Leon Co., New York, has been elected to membership in the American Assn. of Advertising Agencies, New York.

In total grocery lineage in 1954, The Blade led all newspapers in Ohio's 7 major markets, with a gain of 243,666 lines over 1953. Total daily and Sunday lineage was

3,348,267

The reasons, of course, may be found in the buying ability and desire of Blade families, the exceptional Blade coverage of its market, and the lively, enthusiastic local marketing support The Blade provides its advertisers.

*Source: Media Records

TOLEDO BLADE *Daily and Sunday*

TOLEDO TIMES *Morning*

Represented by Moloney, Regan and Schmitt, Inc.

STANDARD RATE
AND DATA SERVICE

Announces

that effective with the issue of June 27, 1955,

Consumer Magazine Rates and Data will be organized so as to group magazine listings by editorial interest for greater ease of use.

This new arrangement is in no sense intended to "pre-select" or "evaluate" magazines. That is the buyer's work. Grouping publications with common editorial interests, properly cross-indexed by classifications, presents our subscribers with greatly improved opportunity for comparison. The new format will apply also to the listings of farm publications and export consumer magazines.

This simple classification system, which does not conflict with methods used by SRDS subscribers in evaluating and selecting magazines—will better serve the interests of both those who buy magazine space and those who sell it. This has already been confirmed by the many agency people who have seen the "pilot" issue.

S. R. D. S.

STANDARD RATE & DATA SERVICE, INC.

The National Authority Serving the Media-Buying Function
Walter E. Botthof, Publisher • 1740 Ridge Ave., Evanston, Ill.
Sales & Service Offices: New York • Evanston • Los Angeles



Pay TV Has Been Biggest '55 Issue for Broadcasting

(Continued from Page 46)

American Research Bureau. They agreed that Hooper would stick to radio and ARB to television.

In April ARB published its "Abilene to Zanesville" report showing who covers what in 140 smaller tv markets. Coverage figures for all the stations in the area were included. ARB publishes monthly reports in 70 major markets.

■ Last week Hooper and ARB joined hands with a third company, Broadcast Advertisers Reports, in a new venture. This service is saddled with the unwieldy title of Monitored Commercials with Audience Ratings and is designed to show how various brands are doing competitively in radio and salesmanship. Nielsen took an option to buy Broadcast Advertisers Reports, a Darby, Pa., monitoring service, in late 1954, but never exercised it.

Elsewhere on the research front:

A. C. Nielsen trekked to England to get his service going in time to produce audience measurements for commercial video when it kicks off in Britain this fall. The slide rule expert suggested that British tv base its charges on cost per thousand homes—a suggestion which hasn't picked up much vocal support yet.

National Broadcasting Co. made a strong case for tv on the basis of a before and after television study in Ft. Wayne, Ind. This material served as the inspiration for a top-notch promotion film called, "Strangers into Customers."

■ Three stations represented by the Henry I. Christal Co.—WJR, Detroit; WHAS, Louisville, and WGY, Schenectady—released a sequel to the Politz 1953 study showing radio's impact in television markets.

Biggest stir was made by a *Chicago Tribune* presentation attacking video. This drew answering fire from the Television Bureau of Advertising, which charged the newspaper with dishing out "some of the world's greatest nonsense."

Sindlinger & Co. was quietly making plans for a new broadcast measurement service modeled after the studies he has been conducting in 31 markets for the motion picture industry. He will aim at gauging the impact of commercials as well as providing information about the viewers' reaction to the show. This service is expected to be offered in Oklahoma and Texas by the end of July.

Circulation, Anyone?

One major broadcast research project remains in a state of suspension. Since 1953, the National Assn. of Radio & Television Broadcasters has been considering a tv circulation measurement technique recommended by Dr. Franklin Cawl. The how's of this system have not been revealed though it uses mechanical gadgets.

Alfred Politz was assigned to make a methodology test on the system. His report was delayed when some of the mechanical equipment broke down, but the NARTB research director expects to see the results of the field test by July.

■ Meanwhile, there is a growing demand from agencies for up-to-date market set count and station coverage for television. The last field count of sets installed throughout the U. S. was made in the pre-thaw months of early 1952 by Nielsen and by Standard Audit Measurement Services. Both com-

panies have been sounding out the industry to see if it is interested enough in another broadcast coverage survey to pay for it. The '52 Nielsen study cost approximately \$1,000,000.

One partial stop gap solution to the problem would be to have an industry group take over the circulation figures compiled by the National Broadcasting Co., which has been making well-calculated estimates on a market by market basis since the advent of video.

Hugh Beville, NBC's research director, has had a standing offer to this effect for years, but nobody seems to want to take over this "hot potato."

■ NBC used to publish its figures, but stopped because of the resultant headaches—everything from mild complaints to threats on the part of disgruntled station owners who thought they were being short-changed by a few thousand sets. It also took up too much of

the research staff's time to answer questions.

NBC's estimates are based on figures released by the Radio-Electronics-Television Manufacturers Assn., ARB data on u.h.f., and special surveys.

Meanwhile, the voice of the time buyer grows louder as he insists that what he needs are up-to-date reliable figures on the size of the potential audience in all tv markets and the coverage of all tv stations.

Armstrong Joins Cunningham

Bruce Armstrong, formerly with Young & Rubicam, has joined Cunningham & Walsh, New York, as account executive on Folger's coffee.

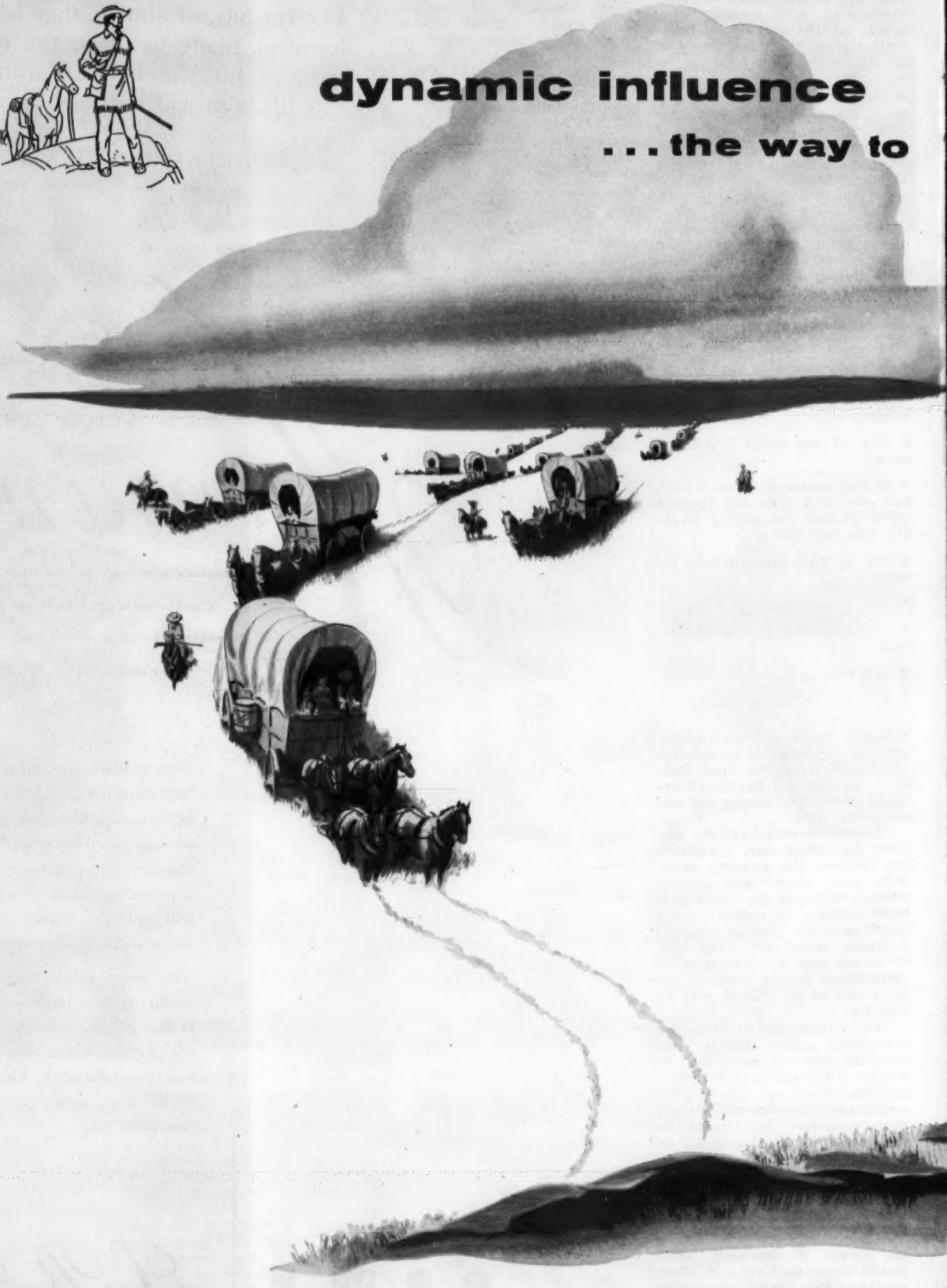
Mandel Agency Adds Three

M. Mandel & Co., Newark, has acquired three new accounts. They are Empress Creations, Artist's Showroom and Globus Stamp Co., all New York.



dynamic influence

... the way to



Business Urged To Aid Effort to Lick Common Cold

NEW YORK, June 21—The problem of the common cold—which is responsible for about 50% of all employe absences and costs industry about 150,000,000 lost work days each year—appears closer to solution today than at any time in the past.

Dr. Thomas Francis Jr., professor of microbiology at the University of Michigan, who is known nationally for his work as chairman of the committee which evaluated the 1954 Salk polio test shots, made this statement last week at a meeting of business executives called by the Common Cold Foundation. Primary objective of the organization is to provide, through support by industry, funds necessary for study of the causes and ultimate cure of the common cold.

Speakers at the meeting emphasized that because the cold is neither a killer nor a crippler, it has not received the attention given to diseases characterized by more dramatic results. Dr. M. N. Newquist, head of the foundation's medical advisory committee, who estimates that colds cost American industry—through loss of work time and efficiency—at least \$2 billion per year, urged business representatives to support research on the basis of the "encouraging

facts" reported by Dr. Francis.

■ "Previous to the development of the tissue culture technique," he said, "we felt the problem was so complex that it was almost insoluble. Now we have real reason to hope that at least a part of it can be solved, and this effort, therefore, merits our support."

O. Parker McComas, president of Philip Morris & Co., was re-elected chairman of the board, and Stanley Resor, president of J. Wal-

ter Thompson Co., was one of three new directors chosen at the meeting.

ATF Promotes Carr, Tobias

J. C. Carr, advertising manager of American Type Founders, Elizabeth, N. J., has been appointed director of marketing. R. A. Tobias, who formerly held the position, has been named v.p. of sales. The appointments have been made as part of a plan to expand product lines, Mr. Tobias said. All market research and advertising activities will be under the direction of Mr. Carr. Hugh McGill will continue as manager of the market research department.

Newspaper Names Horner

Lester M. Horner, a former media director of Montgomery Ward & Co. and most recently a partner in Bogner & Martin, newspaper representative, has been appointed general advertising manager of the *Avalanche-Journal*, Lubbock, Tex., effective July 1.

open up new markets

What's the best way to break into a new market? Move against the market *en masse*? No, it's far better strategy to get at the leaders . . . *first!*

Every business, industry, and trade has its leaders. Their actions and buying habits influence others. Sell the market leaders . . . and they will sell the rest.

This is *dynamic influence*—the power of the leaders to move many . . . the way to open up new markets.

Chilton helps chart the way

Readers and advertisers all benefit by Chilton's reputation as "the authority."

To retain this reputation, Chilton puts a healthy portion of its revenues into both market and readership research. Chilton publishes a wealth of research material, product analyses, and market studies in many different fields. Chilton also makes available corollary books, lists, and direct mail services in many industrial, professional, and marketing fields.

Business leaders rely on Chilton research—the straight path

to the men of dynamic influence

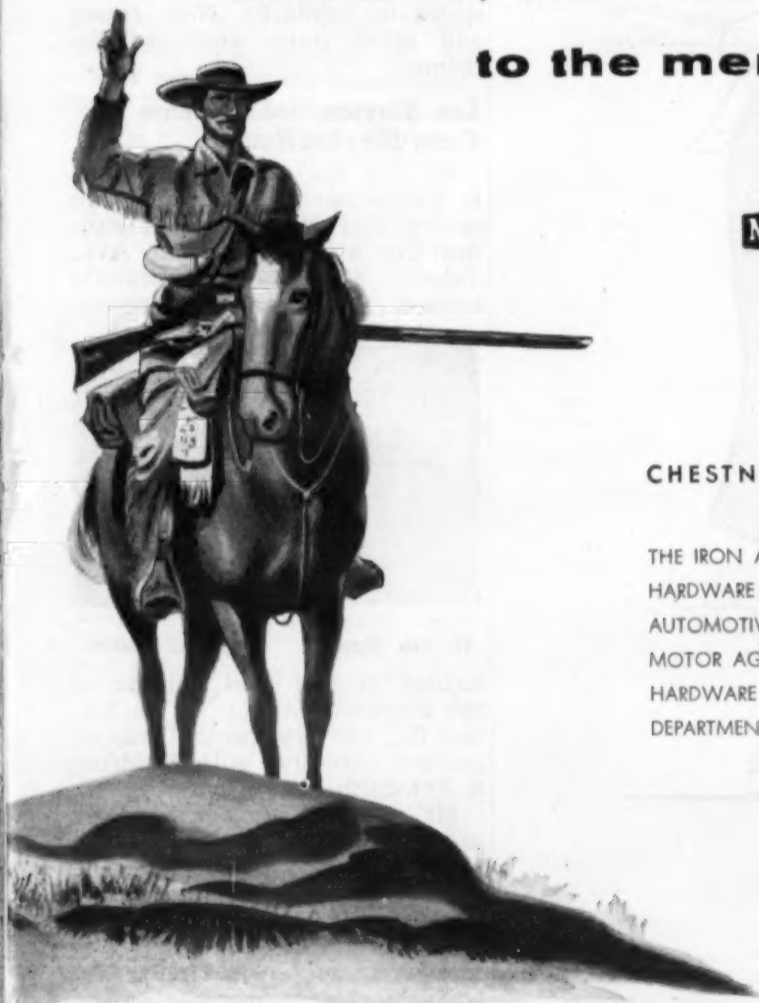
NBP



CHESTNUT AND 56TH STREETS, PHILADELPHIA 39, PA.

THE IRON AGE
HARDWARE WORLD
AUTOMOTIVE INDUSTRIES
MOTOR AGE
HARDWARE AGE
DEPARTMENT STORE ECONOMIST

BOOT AND SHOE RECORDER
THE SPECTATOR
THE OPTICAL JOURNAL
THE JEWELERS' CIRCULAR-KEystone
COMMERCIAL CAR JOURNAL
DISTRIBUTION AGE



The South Is Different!

by
Harold
Walker



Have you heard that selling the South takes a different formula—a special effort? Wondered about the stories of "a changing South?" All right, here's a way to sell the South in terms of its own individual structure.

THEY LISTEN TO IT

The Memphis market itself, for instance, is 40 percent Negro. These people had never been directly reached until radio station WDIA became the first to program with Negro music and Negro talent alone. The tremendous pride and feeling of ownership these listeners have in their station is what pushed WDIA up from 250 watts to 50,000 watts in just one move. WDIA is now the only 50,000-watt station in Memphis. It has the top Hooper and Pulse ratings against seven other stations, some of which have been on the air as long as twenty-five years.

WILLING TO SPEND

This 40 percent is distinguished not only for its proven devotion to one medium. It's a group that often buys better than average, and more than average. The Negro population of Memphis buys 50.3 percent of all the mayonnaise. They buy 60 percent of all the deodorants. 44.5 percent of the girls' dresses. 64.8 percent of the flour. They'll make over a quarter billion dollars in 1955. And they'll spend 80 percent of it, on consumer goods and services.

ONLY ONE IN AMERICA

In short, WDIA's Memphis and Mid-South opportunities are these. A market of 1,230,724 Negroes—more than there are in New York, Los Angeles, Philadelphia or Chicago. A market of 80 percent spenders who buy quality and quantity. A market in which no other medium even approximates the coverage of WDIA, much less the specialized appeal. A market whose acceptance of WDIA has shot it to the top—and kept it at the top—of power and audience measurements. Just how much weight is carried by this solid 40 percent has been shown in the success stories of such advertisers as

Pan-Am Gas, Gold Medal Flour, Borden's Silver Cow Milk, Cheer, Wonder Bread, Wilson Meats. There's a good record made by WDIA in the line that interests you most. Would you write and let us know the kind of product on which you'd like to have some figures? We believe they'll add up to one formula for "a changing South" which can be of real advantage to you. WDIA is represented nationally by the John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

Harold Walker
HAROLD WALKER, Commercial Manager

CAPSULE MYSTERIES

5 MINUTE TV FILM SERIES

- 39 programs now available
- Each program a complete story
- Allows for 3 commercials
- Big cast with Glenn Langan

Charles Michelson, Inc.
45 WEST 45th ST., NEW YORK 36

**Fountain Joins Ottaway**

Bevan Fountain, formerly New York City office manager of the Lancaster Pennsylvania Newspapers, has been named manager of general advertising of Ottaway Newspapers, which include the *Daily Bulletin*, Endicott, N. Y.; *Star*, Oneonta, N. Y.; *Press-Republican*, Plattsburgh, N. Y., and the *Record*, Stroudsburg, Pa.

Packer Productions Formed

A new company, Packer Productions, New York, is entering the tv program production field. Among its packages are "Hollywood Highlight," a WINS, New York, radio series. Principals in the company include newscaster Peter Roberts and Richard McKee.

Yulke Heads L. I. Club

Harold Yulke, of the Fairchild Instrument & Camera Corp., has been elected president of the Advertising Executives Club of Long Island. Philip Everest, Transportation Displays Inc., is 1st v.p.; Warren Wilson, Servo Mechanisms, is treasurer, and Daniel Barnes, Hampshire Press, is secretary.

Cliff Heads Hazel Bishop Ltd.

Hazel Bishop of Canada Ltd., Toronto, has appointed George J. Cliff, formerly exec. v.p., president and general manager of the company. Mr. Cliff has been with Bishop for about a year. He was



ANYONE FOR CHARCOAL?—A window display tie-in of Jack Daniels charcoal-mellowed whisky and charcoal-gray suits was used by Jack Davis, San Francisco clothier, to sell his suits. Various clothing and liquor stores throughout the U. S. have successfully employed the tie-in theme to sell their products.

Clothiers' Ads Tie Charcoal-Aged Grog to (?) Colored Suits

SAN FRANCISCO, June 21—Charcoal provided a common theme for a tie-in advertising campaign for liquor and men's clothing, probably the first time that the two industries have found common ground in merchandising their products.

Jack Davis, San Francisco clothier, ran an ad in the *San Francisco Chronicle*, in which he plugged both Louis Roth charcoal-gray suits and Jack Daniels charcoal-mellowed sour mash whisky. "See Davis & Daniels in Which Jack Has the Charcoal," the ad said. He followed up the ad with displays in his store windows using the suits and whisky bottles as props.

The liquor-clothing idea caught on and was used by Campbell's men's store in Los Angeles and Don Kay's in Pasadena. Later, Boyd's in St. Louis and other stores in Kentucky, New Jersey and other states employed the theme.

Lee Slayton, John Racine Form Slayton-Racine

W. Lee Slayton Jr. and John L. Racine have formed their own agency, Slayton-Racine, with headquarters at 515 Madison Ave., Toledo. Mr. Slayton formerly headed a marketing company.



W. Lee Slayton John L. Racine

Earlier, he was sales manager of the atomizer division of De Vilbiss Co., and prior to that was an account executive with Meldrum & Fewsmith, Cleveland.

Mr. Racine resigned recently as director and a member of the plans board of Beeson-Reichert, Toledo agency, and formerly was v.p. and general manager of Philippine Advertising Counselors. Before going to the Philippine Islands, he was a member of the faculty of Babson Institute of Business Administration, where he now is a consultant to the Babson Bureau of Business Research.

INFO Joins MPA

INFO Publishing Co., New Haven, Conn., publisher of the *New Haven INFO Magazine*, a monthly regional magazine for Connecticut, has been elected to active membership in the Magazine Publishers Assn., New York.

GET ACTION
ON YOUR TV SLIDES
BY SWITCHING TO

ANIMATED TV SLIDES ON FILM

Now get movement on your TV slides for almost the same cost as still slides.

\$10.00 FOR TEN SECONDS

Send for sample reel and descriptive literature.

FILMACK STUDIOS
1323 S. WABASH CHICAGO ILL.
357 W. 4th ST., NEW YORK

Eager READERS?

... yes, and "live" ones, too!

This important fact comes to light when you check circulation statements: the Farmer-Stockman counts only "live" (paid-in-advance) subscribers. None are carried in arrears.

Friendly letters from our readers reveal many reasons why the Farmer-Stockman is the Southwest's fastest growing farm publication.

Mrs. E. M. of May, Texas, writes: "Thanks a million for printing such a good magazine as the Farmer-Stockman. I don't see how you do it—so much reading and helpful information. I really like the Homemaker's Meeting Place. My teen-age girls especially enjoy 'So Glad to Hear From You Girls'. I enjoy the letter page. It is just like visiting with these fine people."

So, whether you're selling to dad, mom or the children in the Rural Southwest, remember this: the Farmer-Stockman circulation is not only BIG . . . it's clean—with "live", eager readers that "ring-up" results for you at the cash register!



418,269 "live" subscriber families in the Southwest

the Farmer-Stockman

the Farmer-Stockman

Oklahoma City, Oklahoma—Dallas, Texas • Owned and operated by The Oklahoma Publishing Company: *The Daily Oklahoman*, *Oklahoma City Times*, WKY, WKY-TV, WSFA, WSFA-TV • Represented by The Katz Agency, Inc.

Accurate Records Rare in Industrial Ad Field: McCarty

NEW YORK, June 21—Although more than half of a representative group of industrial sales managers make definite attempts to obtain inquiries in response to their business paper advertising, only 45% make any effort to keep a record of sales resulting from those inquiries.

This is one of a series of practices revealed in a survey just concluded by the McCarty Co. The advertising agency's study was conducted among 495 individuals whose companies frequently advertise in business papers. Of these, 14.5% responded to the 11 questions. About one-fifth of the companies queried are in the metalworking field, with the majority in the chemical and processing industries.

In most cases, the sales managers' comments indicated that the long lapse between the follow-up of an inquiry and the actual placing of the order—a situation common in the selling of heavy industrial goods—was responsible for their inability to keep adequate records.

"The nature of the equipment we manufacture," said one respondent, "in general prohibits this type of record keeping.

■ "Some of our sales may require as long as two to three years to consummate, dating from the original inquiry."

But at least one sales manager seems to have overcome this difficulty. Said he: "We keep very close and extensive records of results, in some cases extending over many years from the date of the original inquiry."

Multiple industrial buying influences also make accurate order tracing difficult, it was indicated. "An inquiry may have been received from one person in a company," one answer reads, "and subsequently a sale made to another person in the same company which may or may not have resulted from the initial inquiry."

Nevertheless an overwhelming majority—82%—of the respondents said they get traceable results from their advertising in the business press.

Aldon Rug Will Boost Sweepstakes in 5 Magazines

Aldon Rug Mills, New York, will use color pages in *Good Housekeeping*, *House Beautiful*, *House & Garden*, *Living* and *The Saturday Evening Post* to promote its \$125,000 sweepstakes, to be launched Sept. 15. Winners of a blindfold drawing will receive a 21-day family vacation to Rio de Janeiro, a new Cadillac, mink stole and 1,000 other prizes.

The only requirement is to obtain an entry blank from local dealers displaying Aldon sweepstakes banners, fill in name and address on blank and drop it into chest in dealer store. Contest will run through October. Hicks & Greist is the agency.

Lewyt Going to Europe

Lewyt Corp., New York, is planning to enter the European market through licensing agreements with local manufacturers. Alex Lewyt, president of the company, has just returned from a trip to England and France, where he began negotiations.

Ideal Toy Buys 'Winky Dink'

Ideal Toy Corp., New York, will present the Sunday telecast of "Winky Dink and You" (CBS-TV), starting Sept. 25 at 12 noon, EST. Time was bought through Grey Advertising Agency.



HENRY SCHACHTE, formerly senior v.p. of Bryan Houston Inc., has joined Lever Bros., New York, as advertising v.p. Prior to Houston, which he joined in 1953, Mr. Schachte was director of advertising of the Borden Co. and with Young & Rubicam.

Flour Maker Names Jamian

Standard Milling Co., New York, maker of Heckers' and Ceresota flour, has appointed Jamian Advertising & Publicity Inc., New York, to handle its advertising in the Chicago and Milwaukee areas, replacing Rutledge & Lilienfeld, Chicago. Jamian already has the account in the East. Allmayer, Fox & Reshkin, Kansas City, will continue to handle the advertising in the Kansas City area.

L&N Produces 'Ballad of M.S.'

Lennen & Newell, volunteer agency for the Multiple Sclerosis Foundation, has produced a recording, "The Ballad of M.S.," to help in the national fund drive. The ballad was written by David Kelmenson, brother of an L&N account executive, and is sung by Jean Richie. It is being released to disc jockeys all over the country.

maybe YOUR product is MUSICALLY inclined:



Cigarettes, beverages, and shirts, for examples, are as special with DOWN BEAT's more than 150,000 music-centered readers as musical instruments and records. How about your product—maybe it has some "talent," huh? Schedule it for a recital in DOWN BEAT. Could be you'll find a highly-paid star on your hands!

Write today for complete market information!

DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.

Everything in the World about the World of Music

a maher
publication
Publishing since 1934

Down Beat — Up Beat — Country and Western Jamboree — Record Whirl — Music — Beverages — Bebidas — La Farmacia Moderna — Radio y Articulos Electricos — Elaboraciones y Envasos — La Tienda — Radio y Articulos Electricos Catalog File — Bebidas Annual Directory



MT. WASHINGTON TV



"Best darn salesman I've ever seen!"

Frankly, you haven't seen anything yet — not until you've seen how Mt. Washington TV can sell! And "the mountain" actually covers the lion's share of Maine, New Hampshire and Vermont at about half the cost of any other three TV stations in the area combined.

Incidentally, during a recent 25-words-or-less contest to name a daytime woman's program, 15,652 entries were received from 715 different cities and towns in Maine, New Hampshire, Vermont, Massachusetts, New York and the Province of Quebec.

CBS-ABC WMTW Channel 8

John H. Norton, Jr., Vice Pres. and General Manager REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

'Good Housekeeping' Sets Additional Joint Drives with Dailies

NEW YORK, June 21—Following its successful retail promotion in Mansfield, O. (AA, May 2), *Good Housekeeping* is now preparing to run similar tie-in promotions with newspapers in 15-20 major markets this fall.

Wesley Bailey, promotion manager, has already signed up seven newspapers for week-long promotions and he anticipates "little trouble in doubling that list from the number of requests we have had."

The plan, as it was carried out with the *Mansfield News-Journal*, works like this:

A newspaper runs a special supplement devoted entirely to *Good Housekeeping* and its advertisers. Editorial matter describes how products earn the magazine's Guaranty Seal. Local retailers participate by running ads promoting *Good Housekeeping*-guaranteed products.

■ On its part, *Good Housekeeping* supplies free display material for participating merchants, promotes the event in its pages, makes available a film for local showing and sends staffers to the town for appearances before clubs.

The decision to expand the program results from the success of the first promotion. The *Mansfield News-Journal*, which published a 64-page special section, got 126 merchants to participate and set a new lineage record. A local furniture store racked up \$6,000 in sales on the first day of the promotion. A Mansfield grocery wholesaler featured a "Hunt Dollar Sale" and during the week sold 1,700 cases of Hunt's canned goods, compared to its normal turnover of 75 cases a week.

■ Part of the promotion is a contest for consumers. Each advertiser can put a coupon in his ad. Customers fill in their names and addresses, returning the coupon to the store. After the promotion a drawing is held and the winner gets a free trip to New York. The cost of this trip is split between the magazine and the newspaper. Other prizes are supplied by *Good Housekeeping*.

Following is the tentative schedule for this fall: Week beginning Sept. 25, *San Antonio Light* and *Pittsburgh Sun-Telegraph*; week beginning Oct. 23, *Dallas Times-Herald*, *Houston Chronicle*, *New Orleans Item*, *Little Rock Demo-*

crat and *Albany Times-Union*. Others will be announced by *Good Housekeeping* as they are signed up.

Lawyer Sues Lorillard for Causing Heart Attack

An action for \$550,000 has been filed by Peter Haberkorn against P. Lorillard Co., New York, because of a heart attack he allegedly suffered from smoking Old Gold

cigaretts. Formerly a member of the New York bar, Mr. Haberkorn alleges that he suffered "serious and permanent injuries" to his heart last Sept. 27 as a result of smoking Old Gold cigarettes. He charges Old Gold cigarettes with containing harmful ingredients and says his attack was caused by "inhaling vapors and smoke." Further, Mr. Haberkorn asserts that Lorillard "falsely and fraudulently advertised" that "Old Gold cigarettes

were the finest, were not harmful to the human body and organs."

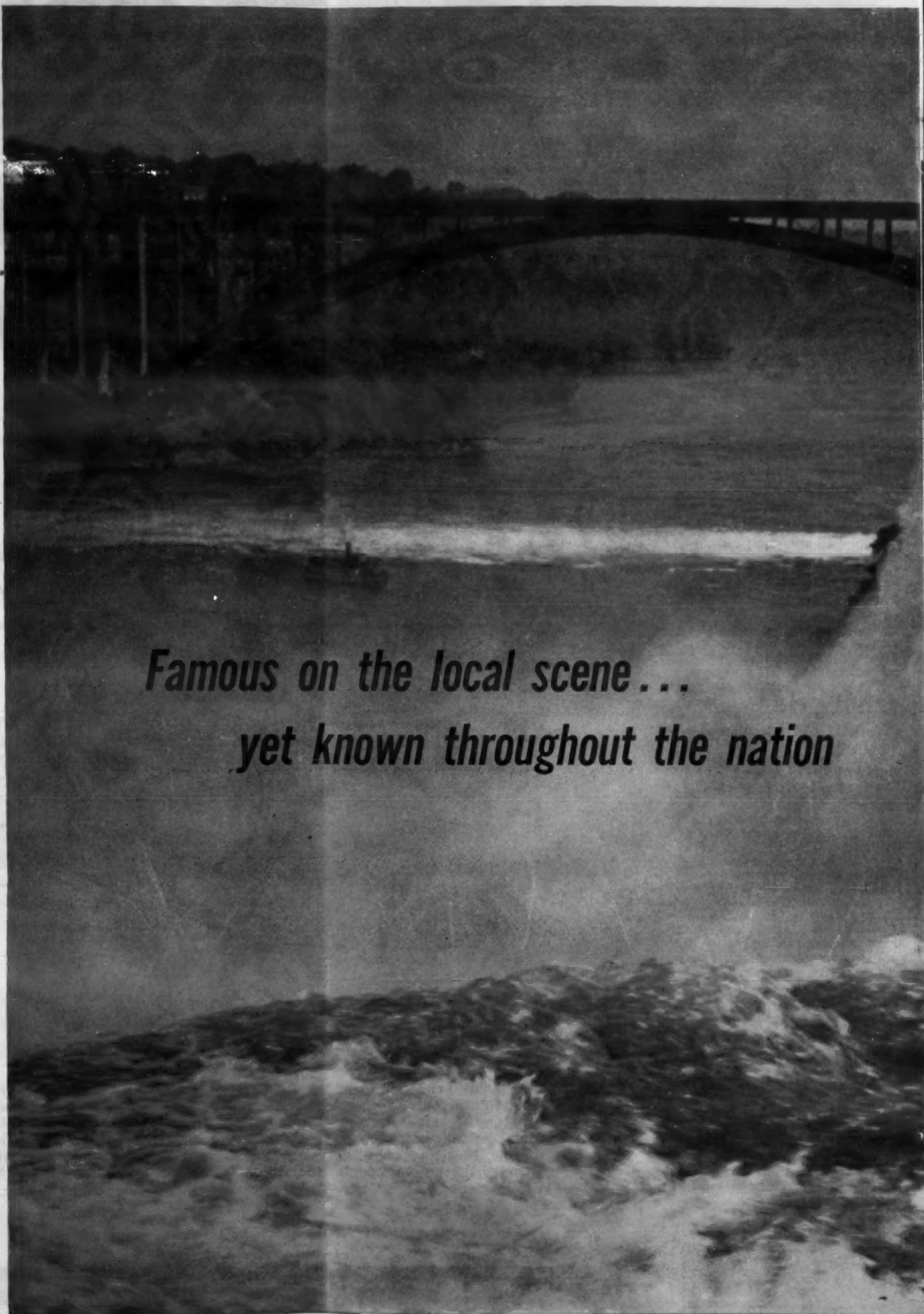
Lorillard has answered with a general denial to the complaint, which is filed in New York supreme court, and asks that the complaint be dismissed.

Hess Bros. Opens Fifth 'Versatility' Contest

Hess Bros., Allentown, Pa., department store, has opened its fifth annual "Versatility in Design" con-

test. Any manufacturer who produces a product with more than one use is eligible to compete. More than 1,000 entries were received last year.

Entry blanks are available from Bert Nevins Inc., 152 W. 42nd St., New York. Deadline for entries is Aug. 20. Prizes will be given in 60 categories of consumer goods in addition to eight grand prizes. Products may be either old or new.



*Famous on the local scene...
yet known throughout the nation*

SPARK EVERY PROMOTION

with Genuine

GLOSSY PHOTOS

Ideal for all purposes!

Sharp, clear, crisp prints in quantities of 5 to 50,000, sizes from 2½ x 2 to 40" x 60". Prompt delivery.

1000	\$45.00
500	27.50
100	8.50
50	5.00
25	3.50
12	2.40
6	1.72

**8 x 10
Cost Chart**

Reproduction
Negative where
required.
Additional \$1.35
each subject.

The PHOTOMATIC Co.

53-59 E. Illinois St. • Chicago 11, Ill.
Phone WHitehall 4-2930

Sets Elevators Shoes Drive

"You may think you're tall enough, but what do others think?" is the theme around which Stone-Tarlow Co., Brockton, Mass., will build its fall advertising campaign for Elevators shoes. National magazines, business papers, dealer aids and an itinerant motion display will be used. Slated to start the first week in September, the campaign is being handled by Emil Mogul Co., New York.

Gage Elects Two V.P.s

Gage Publishing Co., New York, publisher of *Electrical Manufacturing*, has elected Louis J. Perrottet and Frank J. Oliver v.p.s. Mr. Perrottet, who joined the company as a district sales manager in 1940, has been business manager of *Electrical Manufacturing* for the past four years. Mr. Oliver has been editor of the publication since 1945.

Safeway Asks Court Okay of Lower Prices to Offset Stamp Offers

BOISE, IDA., June 21—Safeway Stores, continuing its battle against use of trading stamps, has asked the Ada County district court for permission to lower its retail prices to meet competition of stores that offer trading stamps.

District Judge M. Oliver Koelsch has ordered the state to show cause by July 11 why Safeway should not be allowed to follow such a pricing policy. Defendants in the Safeway complaint include the governor and attorney general, and E. N. Dibble, director of the state bureau of business relations, which administers Idaho's unfair sales act.

Safeway contended that if it lowered its prices to meet the com-



FOREST GIANTS—This ad opened a series Weyerhaeuser Timber Co. is running to commemorate leaders in the cause of good forest management. *Better Farming, Farm Journal, Field & Stream, Outdoor Life, Sports Afield, The Saturday Evening Post* and *U. S. News & World Report* are being used. Cole & Weber, Tacoma, is the agency.

petition of trading stamps, the state would bring legal action against Safeway.

■ Safeway said: "As a consequence of the action threatened by the defendants, Safeway's competitive position in the industry is threatened, and as a result its entire method of doing business is at stake in these proceedings."

The chain maintained that it had the right to go below prices stipulated by the unfair sales act to the extent of the value of such trading stamps. It held that a trading stamp offered with an article is a "tied sale" and in effect the offering of two items for the price of one.

"The cost of the stamps should be added to the cost of the articles purchased with the stamps and the six per cent markup applied to the combined cost of the articles and stamps," Safeway asserted.

ANA Sets Meeting Dates

The Assn. of National Advertisers will hold its annual meeting Oct. 31-Nov. 2 in the Hotel Plaza, New York, and its spring meeting March 14-16 in the Homestead, Hot Springs, Va.

SEND FOR THIS BOOK

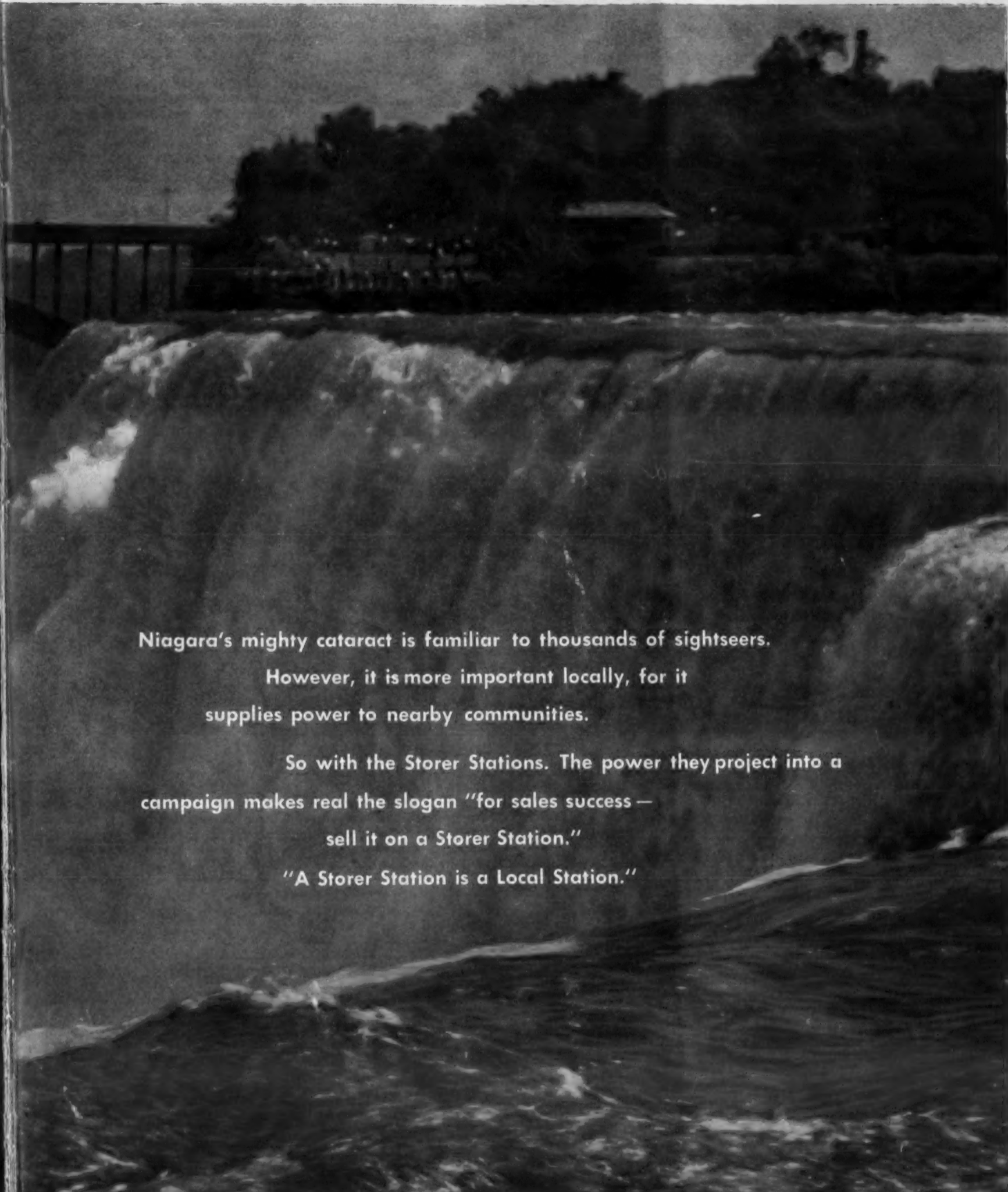
GET THE FACTS ABOUT THE WORLD'S BIGGEST MARKET!

► Read about the keys that open 82,968 doors in the multi-billion dollar construction market. Get the free, new ACP booklet, "The Key . . .", by writing:

Gordon L. Anderson, Sec'y.
ASSOCIATED CONSTRUCTION PUBLICATIONS
 1022 Lumber Exchange Bldg., Minneapolis 1, Minnesota

ASSOCIATED CONSTRUCTION PUBLICATIONS

CONSTRUCTION Roanoke, Virginia	MID-WEST CONTRACTOR Kansas City, Missouri
CONSTRUCTION BULLETIN Minneapolis, Minnesota	MISSISSIPPI VALLEY CONTRACTOR St. Louis, Missouri
CONSTRUCTION DIGEST Indianapolis, Indiana	NEW ENGLAND CONSTRUCTION Boston, Massachusetts
CONSTRUCTIONEEER South Orange, New Jersey	ROCKY MOUNTAIN CONSTRUCTION Denver, Colorado
CONSTRUCTION NEWS MONTHLY Little Rock, Arkansas	SOUTHWEST BUILDER & CONTRACTOR Los Angeles, California
DIXIE CONTRACTOR Atlanta, Georgia	TEXAS CONTRACTOR Dallas, Texas
MICHIGAN CONTRACTOR & BUILDER Detroit, Michigan	WESTERN BUILDER Milwaukee, Wisconsin



Niagara's mighty cataract is familiar to thousands of sightseers.

However, it is more important locally, for it supplies power to nearby communities.

So with the Storers Stations. The power they project into a campaign makes real the slogan "for sales success — sell it on a Storers Station."

"A Storers Station is a Local Station."



STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

- TOM HARKER, National Sales Director • 118 E. 57th St., New York 22, ELdorado 5-7690
- BOB WOOD, Midwest National Sales Mgr. • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
- GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr. • 111 Sutter Bldg., San Francisco 4, Calif., WEst 1-2093

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Sad Show,' Adman Calls Pitch for Citrus Account

To the Editor: After reading the June 6 article in AA titled "Florida Citrus Account Recaptured by B&B," I became more fully aware of a conviction that's been harbored within me for many years: There is only a small handful of real advertising people in this country—none of whom were at Lakeland, Fla.

I am not yet certain whether I have more pity for the "Top Five" agencies selected to "make their pitch," or disgust at the Citrus Commission for sponsoring the debacle. According to your report, some \$150,000 was spent to produce this circus. At an average of \$30,000 each, the "winning" agency has already blown its potential net profit off the account for the first year.

Even more pitiful were some of the reasons these agencies gave as to why they should be selected to

handle the account. Such vital, convincing evidence as "We get to the office at 8:15," or this gem, "We're on the way up . . . we have vitality" (from drinking orange juice?). Another compelling comment was, "You may think of us as a little old, and a little rich" (and I might add a little silly).

Perhaps more appalling was the frequent use of those "trade-talk" general statements that seem to be the hallmark of advertising know-how. To me they could be classified as text book matter that any young economics student can learn in class. Such profound statements as, "arouse desire"; "people must be given a strong reason to buy"; or this amazing discovery, "You need a strong selling idea repeated over and over again." Then there was, "You need a low expense show with a high audience." Nobody, I guess, ever thought it was wrong to buy a high expense show with a low audience! Glad the

commission found this out. But the *piece de resistance* came when one group made this statement regarding increased sales: "You have to turn non-users into users." Bravo! It cost \$30,000 to make that astounding statement!

But to cap it, the commission picked the "winner" because of its brisk, businesslike confident qualities. Now I am beginning to pity also the citrus growers who likely shell out hard-earned dough to operate the commission. Never mind about how to get that sales graph up . . . the men were brisk!

Nowhere, according to the article, did any agency touch on the merchandising aspects; never were the distributors and dealers brought into the picture. No mention about getting more juices sold in factories, service stations, schools or other institutions—getting positive, effective medical endorsement—and generally merchandising truckloads of vitamins. The presentation of every agency was kept within the selfish confines of commissionable media.

All in all, it was a sad show. One heck of a waste of money and the type of operation that makes many industrialists and business men look at advertising so condescendingly. There is no justification for this comedy. And as far as the Citrus Commission is concerned, it must certainly love a good show.

Who knows . . . but if one agency had brought out the dancing girls and a trampoline act, it might have done a soft-shoe shuffle off the stage with the citrus account in its straw hat.

HENRY SAURO,
Account Executive, August
Dorr Advertising, Miami.

Gives Some Comparisons from NBC Radio Study

To the Editor: ADVERTISING AGE had a rather extensive article on the new research job done by NBC-TV called "How Television Changes Strangers into Customers" (AA, May 30). The report was on a full scale "before and after" study in Ft. Wayne, Ind. The report would make one believe that television was the only medium that could do an effective sales job, as it points with pride to the fact that television shoots sales upward 33%.

It's interesting, however, to refer back to a similar study which NBC Radio did during March, 1952, and this study, too, was made in Ft.

Wayne as well as Davenport, Ia. The same research organization, W. R. Simmons & Associates, was employed for both studies and the total number of interviews in each study was approximately the same when you consider that there were 8,027 interviews in the radio study and 7,500 "before tv" and 7,500 "after tv."

The recent television report shows that Gleem showed an increase in sales "after television" of 9.2%; Pet milk, an increase in sales of 6.9%; Ajax, 5.5%, and Glo-Coat, 11.1%. There are some similar comparisons in the radio report. Take, for example, Pet milk, which is a direct comparison of radio with the television study, and we find in the published report that by the use of the "Mary Lee Taylor" program there was a 30% sales increase among those who listened to Mary Lee Taylor, which is a direct comparison with the increase of 6.9% of those who watched the Pet milk television program. We don't have a direct comparison for Gleem, which showed a 9.2% increase because of television among viewers, but Dr. Lyon's comes close to a good comparison and through the use of "Stella Dallas" on radio, Dr. Lyon's among listeners to the program showed a 64% sales increase.

To cite one or two others, Alka-Seltzer using "News of the World" on radio showed a 20% increase, and in television homes, those people listening to "News of the World," a 25% increase. Dial soap showed a 61% increase and Tums 111% increase.

GALE BLOCKI JR.,
Director of Midwestern Sales,
Radio Advertising Bureau,
Chicago.

Asks Names of Those Who Requested Anti-Trust Move

To the Editor: You may be interested in the attached copy of a letter which I addressed to Assistant Attorney General Stanley N. Barnes.

Dear Sir: I am writing this letter as a private citizen who has spent 16 of his 17 active business years in several divisions of the advertising and publishing fields, and not in my capacity as an officer and director of a member agency of the American Assn. of Advertising Agencies—one of the associations named as a defendant in the government's anti-trust complaint filed May 12, 1955.

My reading of reports on this complaint in the advertising press and newspapers has failed to find any details about, or naming of, the party or parties whose complaints to the Department of Justice, with reference to the adver-

tising and publishing professions' alleged conspiracy in restraint of trade, motivated the Department of Justice to institute this anti-trust action.

I am sure, sir, that you and your associates will agree that it is fundamental in American law and the administration of justice for those accused of improper practices to be informed of, and be able to face their accusers in open court. I have no legal training or knowledge, but as an ordinary citizen I believe that is true.

May I suggest to you, sir, that it is high time that the six media and agency associations named as defendants in this action—as well as the advertising and publishing professions and the public at large—be informed by the Anti-trust Division or some other proper division of the Department of Justice as to just who the original complainants are.

I suggest that the accused associations, as well as the thousands of American citizens who, like myself, depend upon advertising and publishing for a livelihood to support themselves and their families, deserve to know now—before the case is tried—the names of the individuals or business entities who complained to the Department of Justice, and what their specific complaints were. The accused have been named and publicized; why not the accusers?

I believe a considerable doubt exists among most individuals engaged in the advertising profession, in particular, as to whether the original complaints were motivated by high and ethical concerns intended to advance the public welfare—or whether they were motivated by fancied and selfish personal concerns intended to advance their own interests alone.

W. H. LONG,
Executive Vice-President,
Hutzler Advertising Agency,
Dayton, O.

Doubts Russia's 'Lead' in Automation Use

To the Editor: I read with interest the London datelined story "Russian Industry May Lead West in Use of Automation" in the May 30 issue of ADVERTISING AGE. Mention is made of a robot plant for manufacture of auto pistons; another for wooden doors; the reason given for the Russian advance is their application of a "general theory of automatic regulation," and the conclusion of the article states: "It now appears that in the industrial field this [supremacy of the West in application of automation] may certainly not be the case."

There are a few facts that make

There's no place like Florida



For agricultural aggressiveness look to FLORIDA. The FLORIDA cattle industry, for instance, has grown better than 1000 per cent in value in the last dozen years—and now ranks as the second most important beef state east of the Mississippi!

There's a similar story for the giant FLORIDA citrus industry and the unique truck crops . . . up, up, up.

Let us tell you how your product fits into this fast-moving agriculture. Let us show you how FLORIDA GROWER AND RANCHER pulls from this highly specialized market.

GROWING WITH FLORIDA
1955 over 1954
Advertising up 27%
Total Pages up 21%

FLORIDA GROWER and Rancher

P. O. BOX 2350
TAMPA • FLORIDA

NATIONAL ADVERTISING REPRESENTATIVES: PECK & BILLINGSLEA • CHICAGO
BILLINGSLEA & FICKE • NEW YORK—MC DONALD-THOMPSON • SAN FRANCISCO

to sell RURAL MISSOURI

use the

Missouri Ruralist

PUBLISHED BY CAPPER PUBLICATIONS—LARGEST AGRICULTURAL PRESS IN THE WORLD

Sales Offices: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco

much of this story suspect indeed. First, an automated plant of any significant size for production of auto pistons implies a large production of autos. It is our impression that the lead of the West in manufacture of autos, trucks, and all mobile equipment is far ahead of that of Russia.

Second, manufacture of wooden doors would not require a "general theory of automatic regulation."

Third, application of automation first requires the use of thousands of individual controllers in as many specific unit tasks before a "general theory of automatic regulation" becomes feasible technically or economically in any one industry. It is our understanding that the American control industry has behind it a much longer, more extensive, and highly developed history of such automation than has Russia. The statement about "general theories" sounds to us like the generalization of one of the many new found theorists of the control field, not like the analysis of a man familiar with the field of automation—automatic control—as it is practiced in factory, plant, office, or laboratory.

Fourth, the conclusion of the article is a bit broad in view of the weakness of the supporting facts. The figures that have been published on the productivity of Russia versus that of the West in specific industries reveal that the West leads by large margins in most specific fields. This is the true test of the effectiveness of automation—the resulting productivity.

Fifth, automation becomes economical primarily where labor costs are high. It is our understanding that American labor costs are much higher than those in Russia.

All these facts lead us to question the correctness of the London report.

RICHARD RIMBACH,
Publisher, Instruments Publishing Co., Pittsburgh.

Says No Apology Required for 'Art' in Social Science

To the Editor: I am sorry to see an attack on social science in your excellent newspaper. Certainly there is much room for criticism in this area, and I think you will agree that there is no lack of self-criticism among social scientists. Even a cursory reference to the

professional journals demonstrates this. Comment from lay people is also received with an interest and respect not always accorded to criticism of other professions.

However, one feels that a broadside such as you printed in your June 6 editorial column is not so much aimed at pointing out abuses as in depreciating (despite the disclaimer) the field itself. At least that is the result; surely an unsophisticated reader would receive a peculiar image of motivation research and its practitioners from your article.

As to the comparison between natural science and social science; it is generally accepted that because of the qualitative differences between the data involved in the respective fields, social science will never be as "precise" as some forms of natural science. Multiple causation and the question of value-judgments always enter into the work of the social scientist, and presumably always will.

For these and other reasons social science, like medicine, will necessarily always have some elements of "art," for which there is no need to apologize.

GERALD ALLEN,
Research Specialist, Chicago.

Agrees on Need for Better Promotion of Men's Clothing

To the Editor: A few weeks ago you had an editorial entitled "Clothes, Cars and the Man" closing with the idea that men's fashions need better promotion (AA, May 2).

You are so right. A more mis-aimed field I have never run across and I handle all phases of fashions for these two papers [Wilmington News and Journal].

Six months ago I got the wild idea that a men's fashion feature might be interesting. Since then I have lost what little temper restraint I had trying to get PHOTOGRAPHS of models wearing brand name clothes available in our good stores. Sketches I get and mats I get and poorly mimeographed pleas to stop juvenile delinquency I get (that's true, and you would be surprised at the firm) by featuring certain brands of tuxedos. All this and heaven knows what else has gone into the circular file when all I want

is a photograph to feature.

Vigorous promotion—hah—what that field needs is elementary advertising and public relations practice.

ELEANOR PARRISH,
Fashion Editor, News Journal Co., Wilmington, Del.

The New Word for 'Specs'

To the Editor: That bad word that we spell "speculative,"

On new business can be quite frustrating.

But at Benton & Bowles, They have found the loopholes, They just call the damn things "demonstrative."

CYNICUS.

He Favors Gladys Alone

To the Editor: As a regular reader of ADVERTISING AGE for many years, I think you should know how I feel about your new series on "Gladys, the Beautiful Receptionist." Frankly, I do not like the new setup with the two

people at all. I did enjoy the previous series when you used only one girl. I hope you'll go back to that former series!
C. E. NELSON,
Cleveland Manager, Fortune.

This you should know!



the TORONTO DAILY STAR has by far the LARGEST CIRCULATION of any daily newspaper in Canada!


TS-35



"Retailers Suffer if Manufacturers Fail to Advertise in Both Large Markets on Puget Sound"

... says Earle F. Braden, president, JOHNSON-LIEBER CO., food broker with offices in Seattle, Portland and Spokane

"Food retailers need all the help we can give them—and that includes advertising wisely. Many aggressive retailers in the Tacoma area would not get a 'fair shake' if manufacturers advertised only in the Seattle newspapers, thinking this promotion sells the entire Puget Sound country." Mr. Braden continues, "When talking with the manufacturers we represent, we always emphasize the Seattle-Tacoma story . . . that Seattle newspapers AND the Tacoma News Tribune must be used to sell in prosperous and growing Western Washington."



57.8%
of Washington State's Home Furnishings Sales in these two important markets

To Cover the Rich Puget Sound Area, You NEED the
Tacoma News Tribune
Represented nationally by Sawyer, Ferguson, Walker Company

BEST BUFFALO BUY for SPENDING POWER

FOR THE COMPLETE STORY—all the facts and figures—of Western New York's 8-county market, write for the Market Data Book published by the Courier-Express.



ROP COLOR available both daily and Sunday.

Buffalo ranks sixth among the 14 largest metropolitan areas for total retail sales per family—second in automotive sales—fifth in food—first in hardware. In the Buffalo metropolitan area, effective buying income per family in 1953 stood 8.2% above the national average. You can reach these spenders and the rest of the rich 8-county Western New York market most economically in the Daily Courier-Express—most completely in the Sunday Courier-Express, the State's largest newspaper outside of Manhattan.

BUFFALO COURIER-EXPRESS

Western New York's Only Morning and Sunday Newspaper

REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT
Pacific Coast: DOYLE & HAWLEY

Curtis Assigns Tops from 'Better Farming' to Other Three Books

PHILADELPHIA, June 21—*Better Farming* advertising representatives have been assigned to the sales, trade relations and promotion staffs of other Curtis Publishing Co. publications.

The recent purchase of *Better Farming* by Farm Journal Inc. has given Curtis "the opportunity to accelerate our expansion program on *The Saturday Evening Post*, *Ladies' Home Journal* and *Holiday* with very able and well-trained men," according to Edward C. Von Tress, v.p. and executive director of advertising of the company.

Last fall Curtis opened new advertising branch offices in Atlanta, St. Louis, Los Angeles and Minneapolis.

■ *Better Farming* representatives have been reassigned as follows:

Atlanta: H. S. Kenyon to *Holiday* publication manager.

Boston: M. J. Hueston to *The Saturday Evening Post* sales staff.

Chicago: G. A. Adams to the *Post* sales staff; E. G. Chase to special company representative; J. C. Hagan to *Post* sales; W. C. Henning to *Holiday* sales; F. D. Schenck to *Post* trade relations; M. L. Seder to *Post* sales; W. P. Thompson to *Ladies' Home Journal* sales.

Cleveland: E. L. Burke to *Holiday* sales; J. H. Hunter Jr. to the *Post* as special representative; B. H. Johnson to *Ladies' Home Journal* sales; B. B. Nichols to *Post* trade relations; G. E. Winslow from *Post* trade relations to *Holiday* sales.

■ Detroit: J. A. Cummins to *Journal* sales; B. S. Eichner to *Post* sales; M. D. Laine to *Post* sales.

Los Angeles: D. D. Mikkelsen to *Post* sales.

Minneapolis: D. A. Myers to *Post* sales.

New York: W. D. Davison to *Post* sales; C. H. Ficke to assistant branch manager of New York office; J. E. Hanson Jr. to *Journal* sales; J. D. McCarter to *Post* sales; P. H. Mohlar to *Post* trade relations; R. H. Morton to *Post* sales; C. J. Narvell to *Holiday* sales; C. C. Ryan to *Post* sales; P. F. Shannon Jr. to *Journal* sales; E. D. Towler to *Holiday* sales.

Philadelphia: A. E. Church to *Post* sales; W. J. Huff to *Journal* promotion staff; G. H. Keeler to *Post* trade relations; B. E. Supplee to *Holiday* promotion; W. B. Williams to *Post* promotion.

San Francisco: J. P. Dickerson to *Post* trade relations; E. H. Driggs to *Post* sales; M. L. Peek to *Post* as assistant regional sales manager for the Pacific Coast.

St. Louis: C. L. Walker to *Post* sales.

Increases Promotion Budget

The board of directors of the Pan-American Coffee Bureau, New York, has voted to increase the bureau's promotional budget by two and one-half times. Effective Oct. 1, the 11 major Latin American coffee producers who support the bureau will be paying 25¢ for each 132-lb. bag of green coffee imported into the U. S. or Canada, or slightly less than two-tenths of a cent per pound of coffee.

In 1954, the U. S. imported 14,966,072 bags of coffee from coffee bureau members. For the first three months of this year, 3,871,968 bags have been imported.

Patterson Names Dawson

Patterson Publishing Co., Chicago, has appointed Dawson Co., Miami, southeastern representative for *American Motel* and *American Restaurant*.

'Chicago Tribune' Makes Ad Executive Appointments

The *Chicago Tribune* has made six executive appointments in its advertising department. Harry N. King, formerly assistant manager of general display advertising, has been named manager of the new client relations division of the ad manager's office. Felix J. Tomei Jr., who has been manager of the Chicago branch of the eastern gen-

eral display advertising division, was appointed to succeed Mr. King. Donald A. Nightingale, previously manager of the home and home furnishings division of retail display advertising, has been appointed assistant manager, retail display advertising.

Other appointments in the general display advertising department are William Homer Hattendorf, formerly manager of the sales development division, man-

ager of the western division; Edward D. Corboy, previously a western division salesman, manager of the sales development division, and Wilbur F. Bohnsack, formerly an eastern division salesman, manager of the Chicago branch of general display.

Emery Ad Corp. Moves

Emery Advertising Corp., Baltimore, has moved to its own building at 1201 St. Paul St.

Clark to 'Building Products'

David S. Clark has been appointed eastern district manager of *Building Products*, Hudson, O., recently purchased by James W. Zuber, who will publish the first issue in September (AA, May 2 and 23). Mr. Clark formerly was New England representative for *American Builder* and prior to that time was with *Industrial Maintenance*.

She goes out* to get
woman's day because...
woman's day goes all out



...in features for her family

*She's got to go out to get WOMAN'S DAY • average circulation 3,750,000—all single copy sales

Nearly Two-Thirds of Coffee, Tea Packers Now Offer Premiums

NEW YORK, June 21—Nearly 61% of coffee and tea packers are now boosting brand sales with premium offers. In 1954 the proportion was 58%; in '53 it was 55%. This trend is presented in the sixth annual survey of premium

use in these fields, just completed by *Coffee & Tea Industries*.

Household items were the leading premiums offered last year by tea and coffee packers, accounting for 68% of the total, the survey found. While giveaway premiums were most popular last year, self-liquidators are now the single most frequently used type, representing 45% of the promotions.

Last year, mail topped other delivery methods, but currently

more coffee and tea premiums are being delivered through food stores.

While premium budgets tend to be larger this year, in amount and in proportion to gross sales, the publication says, many of the heaviest premium users have insignificant premium budgets because their deals are self-liquidating.

A 36-page reprint of "Premiums in 1955" is available from *Coffee*

& Tea Industries, 106 Water St., New York 5.

Rail Institute Elects Parkes

Holcombe Parkes, v.p. and director of public relations of Benton & Bowles, New York, has been elected president of the Railway Progress Institute, succeeding P. Harvey Middleton, who is retiring. Mr. Parkes will assume his new post in the organization's Chicago headquarters July 1.

Coming Conventions

- *Indicates first listing in this column.
- June 26-29. National Advertising Industries Exposition, Hotel Morrison, Chicago.
- June 26-29. Advertising Assn. of the West, 52nd annual convention, Multnomah Hotel, Portland, Ore.
- July 11-13. Newspaper Advertising Executives Assn., summer meeting. The Greenbrier, White Sulphur Springs, W. Va.
- Aug. 6. Midwestern Advertising Agency Network, 3rd quarterly management and production workshop, Drake Hotel, Chicago.
- Aug. 6-9. Mail Advertising Service Assn., annual convention, Statler Hotel, Los Angeles.
- Aug. 15-19. Photographers' Assn. of America, 75th anniversary convention, Conrad Hilton Hotel, Chicago.
- Sept. 10-14. Screen Process Printing Assn., International, 7th world convention, Ambassador Hotel, Atlantic City.
- Sept. 12-14. Direct Mail Advertising Assn., 38th annual convention, Morrison Hotel, Chicago.
- Oct. 2-6. Outdoor Advertising Assn. of America, 58th annual convention, Jefferson Hotel, St. Louis.
- Oct. 6-8. Pennsylvania Newspaper Publishers' Assn., 31st annual convention, Roosevelt Hotel, Pittsburgh.
- Oct. 7-9. National Advertising Agency Network, midwestern regional meeting, Dayton.
- Oct. 14-16. National Advertising Agency Network, eastern regional meeting, Atlantic City.
- Oct. 17-18. Boston Conference on Distribution, Hotel Statler, Boston.
- Oct. 17-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
- Oct. 17-19. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.
- Oct. 20-21. Audit Bureau of Circulations, 41st annual meeting, Drake Hotel, Chicago.
- *Oct. 31-Nov. 2. Assn. of National Advertisers, annual meeting, Hotel Plaza, New York.
- Nov. 8-10. Fourth Canadian national packaging exposition and conference, Automotive Bldg., Canadian National Exhibition Grounds, Toronto.
- Nov. 14-16. Advertising Essentials Show, sponsored by Advertising Trades Institute, Biltmore Hotel, New York.
- Nov. 14-16. Public Relations Society of America, annual national conference, Ambassador Hotel, Los Angeles.

RAB Elects Hayes, Harris to Board; Plans Move

Arthur Hull Hayes, president of CBS Radio, and Jack Harris, general manager of KPRC, Houston, have been named to the board of Radio Advertising Bureau, New York. The promotion bureau's annual budget has been set at \$732,000, with 12 special research projects to be included.

Effective Sept. 1 the enlarged staff of RAB will move to new quarters at 460 Park Ave.

to bring her the best



© 1955. WOMAN'S DAY, INC.

Because a woman's greatest interest is her family, WOMAN'S DAY gives her a wide range of articles with family appeal—from discussions on child guidance to exciting ideas for a family vacation. Many of these articles are not only about—but for other family members!

But WOMAN'S DAY is more than a family magazine—it is mainly a woman's service magazine. She buys it for a way to splashproof her bathroom . . . for 9 satisfying salads to round out a light meal . . . for a story by Joseph Wechsberg . . . for high-fashion "separates" in little-girl versions. It all adds up to the highest editorial ratio among top women's service magazines (62%). That's how WOMAN'S DAY goes all out to bring her the best.



Howard W. Sams, Chairman
Howard W. Sams & Co., Inc.
says this about his

minox camera

"the supreme little MINOX is the king of conversation pieces! nothing has ever come into my life that has provided keener satisfaction. "In my work . . . for my pleasure—I use the MINOX, world's finest precision camera—so light (2 1/2 oz.), I always have it in my pocket. "fast 1/3.5 lens, all speeds from 1/2 sec. up to 1/1000 sec. NO FLASH NECESSARY FOR INSIDE SHOTS. a fabulous GIFT!

minox III-5 with chain and case 13950

for literature and your dealer, write Dept. M

KLING Photo Corp.
235 Fourth Ave.,
New York 3, N. Y.

Service
is more than

just a word at
Lake Shore Electrotpe!

It's people in action
doing what you want
when you want it
Service

America's
only plant
with all of these services:

- *Reillytypes
- Reilly Plastictypes
- *Bista Pre-Madeready Mats
for Newspaper R.O.P. Color
Newspaper Mats (day
and night)
- Engraving Service Department
- *Centrifugally Cast
Pre-Madeready
Electrotypes
- Black and White and
Color Reprint Service

*U.S. Patents Granted

SEeley 8-1010

Lake Shore Electrotpe Div.

1224 W. VAN BUREN ST. CHICAGO 7, ILL.

Old Winchester
Offers New Bang:
Men's Toiletries

NEW YORK, June 21—Using the famous Winchester Arms label as a brand name, Olin Mathieson Chemical Corp. is test marketing a new line of men's toiletries on the West Coast.

Included in the line, now being sold in 10 western states, are four \$1 items: Winchester "Repeater" aerosol lather shave, Winchester "Gun Smoke" after shave lotion, Winchester "Silent Partner" deodorant stick and Winchester "Gun Smoke" body rub cologne.

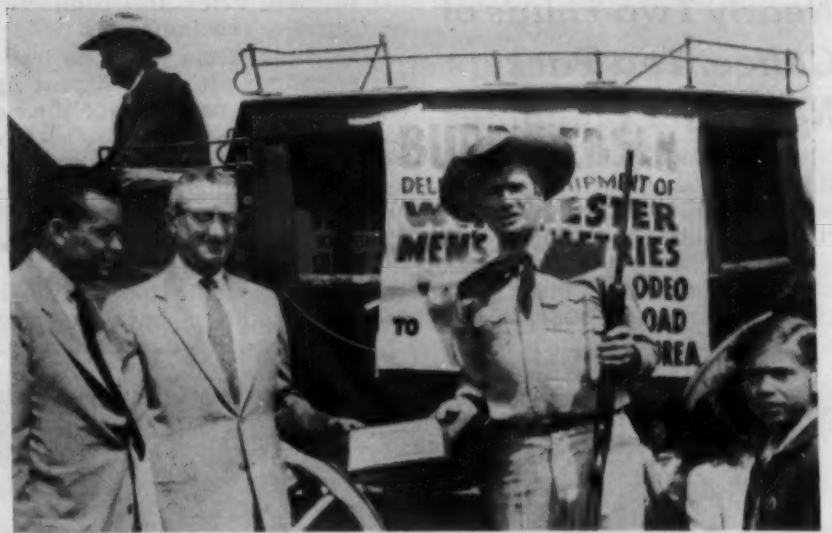
Four special gift sets—"Double Barrel," "Side by Side," "Trail Blazers" and "High, Wide and Handsome"—also are being offered. Distribution is through drug and department stores.

Taking the Winchester name as a cue, Olin is using a "he-man" pitch to promote the line—"Grooming aids as rugged as the Old West."

The lather shave and deodorant stick come in simulated shotgun shells. Bottles are flask-shaped, with the Winchester name and rifles embossed on the glass.

■ The line bears the Winchester name by virtue of the fact that Winchester Arms & Ammunition is an Olin division. Winchester Toiletries has been set up as a separate Olin unit—it is not a division yet—and it has its own sales force. In charge of marketing is James Shannon, formerly director of public relations for Olin's Squibb Division and before that, with Earl Newsome & Co.

Olin is banking on a successful introduction in the West to set



THE WILD WEST WAS NEVER LIKE THIS—Test marketing Winchester men's toiletries on the West Coast, Olin Mathieson Chemical Corp. had screen star Buddy Ebsen deliver the first shipment via stage coach. Ebsen is handing over initial package to M. A. Borun, v.p., Thrifty Drug Stores Co., Los Angeles. Looking on is Jim Shannon, manager of marketing, Winchester Toiletries.



HE-MAN STUFF—Olin Mathieson Chemical Corp. runs full page in *Sunset* to back introduction of new line of men's toiletries under Winchester name on the West Coast.

the stage for a national marketing drive. The giant chemical company hopes to capture a good share of the men's toiletry market through its promotional approach, emphasizing masculinity (a la Marlboro). However, Mr. Shannon told AA no further marketing plans will be made until sales through Father's Day are evaluated.

Olin has been using newspaper space in 14 markets, television spots in Los Angeles and pages in *Sunset* to introduce the Winchester line. Point of sale displays are being featured prominently in the Thrifty drug store chain. Part of the introductory drive, which started last month, is a consumer contest, with Winchester rifles being offered as prizes.

Cunningham & Walsh, the agency for Olin's Squibb and Lenthieric divisions, is handling Winchester.

You can't cover
North Carolina
Journal
AND
Sentinel

without the



ONLY THE JOURNAL AND SENTINEL
COVER THIS VITAL MARKET
IN THE SOUTH'S NO. 1 STATE

North Carolina has more prospective buyers than any other Southeastern state; 18% more than Georgia, 92% more than South Carolina. And unless you're buying the Winston-Salem Journal and Sentinel you're missing the vital 9-county Northwest North Carolina market, made up of nearly half a million people in 17 bustling communities, with over half a billion dollars in consumer spendable income.

WINSTON-SALEM
and Northwest North Carolina



The Journal & Sentinel are the only papers in the South offering a Monthly Grocery Inventory — an ideal test market.

WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representative: KELLY-SMITH COMPANY

Gerald Smith, Son of Street & Smith Founder, Dies at 42

PRINCETON, N. J., June 21—Gerald H. Smith, 42-year-old president of Street & Smith Publications, died at his home here June 18.

A grandson of the late Francis S. Smith, who was a founder of S&S in 1855, Mr. Smith had been president of the company since 1948. Street & Smith, which currently publishes *Charm*, *Mademoiselle* and *Living for Young Homemakers*, was the original publisher of *Buffalo Bill*, *Frank Merriwell*, *Horatio Alger* and a number of pulp and comics magazines. It abandoned the pulps and comics in 1949.

Mr. Smith, born at Swampscott, Mass., attended Hotchkiss School, Lakeville, Conn., and Princeton. He entered the company after completing his college education and held a number of posts before being promoted from v.p. to president seven years ago.

He was a director of the Magazine Publishers Assn. and a former director and v.p. of the S-M News Co.

WINTHROP S. TUTTLE

ONEIDA, N. Y., June 21—Winthrop S. Tuttle, 61, publisher of the *Oneida Daily Dispatch*, died June 17 in Tyron, N. C., where he had resided since retiring in 1952.

In 1928, Mr. Tuttle bought a controlling interest in the *Dispatch*, then a weekly, and converted it into a daily the same year. Before coming here, he had worked in the advertising department of the *Chicago Tribune* and the *New York Daily News*.

Although Mr. Tuttle retained the title of publisher of the *Dispatch*, a son, John T. Tuttle, has operated the paper since 1952 as president and editor.

HERBERT D. BRAUFF

WILSON, N. C., June 21—Herbert D. Brauff, 64, editor and publisher since 1947 of the *Wilson Daily Times* and executive of other newspapers, died June 15 in Richmond, Va., where he had suffered a heart attack while on business.

A native of Chattanooga, he also was president and publisher of the *News*, Vandergrift, Pa., president of the *Daily News*, Washington, N. C., and the *Progress*, Havelock, N. C., v.p. and a director of Station WNCT-TV, Greenville, N. C.

His first daily newspaper experience was as a reporter for the *Chattanooga Times*, which he joined in 1907.

Later he worked for the *Indianapolis Star*, *Detroit Free Press* and *Tribune*, *New York Evening Post*, *Pittsburgh Gazette-Times* and the *Philadelphia Public Ledger*. He also formerly served as editor of the *Johnstown Leader*, and the *Reading Tribune*, as manager of the *Altoona Tribune* and owner of the *News*, Nanticoke, Pa.

WILLIAM B. WARD

KANSAS CITY, June 21—William Bernard Ward, 43, owner of the William B. Ward Co., advertising specialties firm, died June 11 in Menorah hospital after a two months illness. Mr. Ward had operated the advertising company for the past ten years.

ED HUNTER

DENVER, June 21—Ed M. Hunter, 60, president of Ed M. Hunter & Co., Denver agency, died here June 16 after a long illness. A Denver resident since 1921, Mr. Hunter opened a print shop soon after his arrival. Five years later he entered the advertising busi-

ness. He organized his own firm in 1943, after also having had a local radio program for several years. He also has been a writer for sports publications.

Biow-Beirn-Toigo Names Five Exec Staff Members

Biow-Beirn-Toigo has appointed five men to its executive staffs in New York and Hollywood. John E. Mosman, formerly with Maxon Inc., has been named manager of radio and television; Marc Statler, previously with Compton Advertising, has been named manager of film production, and Richard C. Steenberg, formerly with McCarthy Enterprises, has been named administrative assistant to John Toigo, exec. v.p., all in New York.

Robert Busch has been transferred from New York to Hollywood as production manager, and Arthur Napoleon, former freelance writer, has joined the Hollywood office as manager of radio and television. Mr. Mosman, Mr.

Statler and Mr. Napoleon all have worked for Biow-Beirn in the past.

'N. Y. News' Boosts Three

P. B. Stephens, formerly business manager of the *New York News*, has been named general manager of the newspaper. Mr. Stephens has been succeeded by George E. Donnelly, previously assistant business manager. W. H. James, formerly administrative assistant to the business manager, succeeds Mr. Donnelly. Realignment of the business office, AA was told, follows the appointment last month of F. M. Flynn as publisher (AA, May 23).

ABC-TV Adds Four Stations

Four more stations have affiliated with the television network of American Broadcasting Co. They are KWTX-TV, Waco, Tex.; WMGT, Pittsfield, Mass.; KCCC-TV, Sacramento, Cal., and KZTV, Reno, Wisn, Milwaukee station owned by Hearst Radio Inc., has

affiliated with ABC's radio network.

Prudence Dorn Joins K&E

Prudence Dorn, formerly with *Everywoman's Magazine*, has joined the promotion department of Kenyon & Eckhardt, New York, as director of home economics.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES - HALLIBURTON BLDG.
SAN FRANCISCO - CENTRAL TOWER

THE First way IS THE Best way . . .
TO SELL THE \$471,527,000* QUAD-CITY MARKET
Davenport, Iowa — Rock Island, Moline and East Moline, Ill.
DAVENPORT NEWSPAPERS
FIRST in advertising lineage in the Quad-Cities! FIRST in Quad-City circulation! FIRST in advertising lineage
IN ALL IOWA
Morning Democrat Evening Daily Times
Sunday Democrat & Times
Headquarters: Davenport, Iowa Represented Nationally by JANN & KELLEY, INC.
*Copr. 1955 Sales Mgmt. Survey of Buying Power



"Ok-ay, J. B. . . . Ok-ay . . . next time I'll check it and be sure they don't forget things have changed in Cincinnati!"

BETTER NOT TRUST your own memory too far. Things have changed in Cincinnati. Today, the CINCINNATI ENQUIRER leads the daily* field in City Zone Circulation, and in Retail, General, Total Display, Classified and Total Advertising Linage. (Source: A. B. C. and Media Records, latest 6-months' figures.) *There has never been a question, of course, about the Sunday Enquirer's leadership.

SOLID CINCINNATI
READS THE
CINCINNATI ENQUIRER
Represented by Maloney, Ryan and Schmitt, Inc.

Advertising Pages and Linage in Farm Publications

Official Figures for May and Year-to-Date as Compiled by Farm Publication Reports Inc.

Publications with an * report directly to ADVERTISING AGE

Farm Magazines	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954
†Better Farming	88.7	90.2	415.5	451.7	38,046	38,689	178,247	193,744	37,167	37,847
Copper's Farmer	60.6	52.0	309.9	307.1	26,012	22,290	132,940	131,758	24,832	21,266
Farm Journal:										
#National Less Western Edition	96.4	93.7	501.1	501.5	41,349	40,197	214,983	215,139	40,420	39,163
#Western Edition ..	100.2	92.0	516.8	495.5	42,993	39,482	221,695	212,565	42,064	38,448
Average 2 Editions ..	98.3	92.9	509.0	498.5	42,171	39,840	218,339	213,852	41,242	38,806
§Farm & Ranch—Southern Agriculturist:										
#Southeastern Edition	33.2	38.0	209.3	212.8	14,250	16,302	89,776	91,271	12,446	14,620
#Southwestern Edition	34.9	46.2	235.5	272.3	14,989	19,827	101,017	116,834	12,987	17,486
Weighted Average 2 Editions	34.0	40.7	221.5	232.1	14,593	17,447	94,984	99,529	12,697	15,551
Progressive Farmer:										
#Carolina-Va. Edition	115.2	94.3	519.2	530.2	78,366	64,132	353,026	360,542	74,018	61,645
#Ga.-Ala.-Fla. Edition	120.3	97.0	546.6	539.2	81,772	65,945	371,700	366,685	77,694	63,288
#Ky.-Tenn.-W. Va. Edition	111.7	88.2	502.0	503.0	75,987	60,006	341,341	342,256	71,928	57,582
#Miss.-La.-Ark. Edition	112.5	94.8	493.6	512.3	76,522	64,476	335,619	348,385	72,890	62,354
#Texas Edition	113.3	95.2	509.6	523.3	77,019	64,723	346,518	355,822	73,134	62,204
Average 5 Editions ..	114.6	93.9	514.2	521.6	77,933	63,856	349,641	354,738	73,933	61,415
Successful Farming	92.4	85.0	494.4	490.1	41,592	38,250	222,460	220,550	40,802	37,526
Total Group	488.6	454.7	2,464.5	2,501.1	240,347	220,372	1,196,611	1,214,171	230,673	212,411

†Formerly Country Gentleman. ‡Not included in totals. §Changed to Southwestern and Southeastern editions in January 1955. Last year's pages and lines for Southeastern Edition are an average of the 1954 figures for Upper South and Lower South editions.

Monthlies

*Agricultural Leaders'	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954
Digest	14.2	14.6	95.1	79.3	6,085	6,284	40,783	34,055	6,085	6,284
American Fruit Grower	26.1	27.0	183.0	172.7	11,255	11,660	79,053	74,627	11,013	11,430
American Poultry Journal:										
#Eastern Edition ..	30.5	27.2	211.1	218.4	13,082	11,676	90,578	93,691	10,763	8,925
#Midwest Edition ..	24.5	25.8	174.7	185.0	10,520	11,049	74,932	79,381	8,980	8,987
#Pacific Edition ..	28.1	25.6	183.9	164.0	12,039	10,983	78,888	70,357	10,204	8,902
#Southern Edition ..	28.5	24.9	175.4	165.2	12,206	10,683	75,242	70,869	9,544	7,939
Average 4 Editions ..	27.9	25.9	186.3	183.2	11,962	11,098	79,910	78,575	9,873	8,688
Arkansas Farmer	21.2	13.2	115.3	89.1	16,041	9,991	87,154	67,388	15,276	9,488
Better Farming Methods	33.8	33.9	187.3	180.3	14,498	14,524	80,354	77,346	14,498	14,524
Breeder's Gazette	15.6	12.2	104.6	95.8	7,042	5,474	47,065	43,090	6,199	4,659
#Broiler Growing	30.2	40.8	192.4	227.9	12,951	17,497	82,545	97,788	9,906	11,764
#California Citigraph ..	23.1	17.9	125.5	113.1	15,554	12,040	84,328	76,062	15,386	11,900
*California Farm Bureau Monthly	11.8	12.0	64.6	65.5	8,890	9,067	48,853	49,520	8,344	8,491
*Carolina Co-operator ..	9.0	9.0	46.0	45.3	3,780	3,780	19,320	19,040	3,780	3,780
*Cattlemen, The	106.7	103.9	575.4	537.8	44,807	43,617	241,651	225,922	20,013	18,641
*Cooperative Digest ..	10.0	8.0	25.9	32.4	4,190	3,360	10,883	13,618	4,170	3,220
*County Agent & Vo-Ag Teacher	27.8	26.1	159.6	149.4	11,935	11,177	68,450	64,077	11,935	11,177
*Electricity on the Farm	12.0	10.5	57.9	55.9	4,569	3,750	20,670	19,953	4,569	3,750
*Farm Management	24.0	22.1	1,285.0	90.0	10,285	9,489	55,133	38,606	10,285	9,489
*Farmer-Stockman	55.4	51.0	261.1	259.9	23,764	21,888	112,010	111,511	21,479	19,142
*Florida Cattlemen	58.7	57.8	338.2	342.7	24,673	24,290	142,046	143,928	13,097	14,637
*Florida Grower & Rancher	21.5	15.8	144.3	129.4	14,633	10,750	98,119	88,037	14,494	10,961
Kentucky Farmer	28.0	21.7	157.5	147.4	21,953	17,039	123,496	115,549	20,265	15,480
*Michigan Farm News ..	1.7	3.4	13.1	12.1	4,215	7,905	30,524	27,969	4,095	7,763
*Mississippi Farmer	17.2	7.4	93.8	57.7	13,019	5,596	70,917	43,599	12,765	5,383
*Missouri Farmer	10.1	10.8	72.0	60.0	6,939	7,439	49,517	41,385	6,342	6,590
*National 4-H News	16.8	15.6	101.3	92.7	7,047	6,547	42,533	38,946	7,047	6,547
National Live Stock Producer	12.4	11.3	77.6	72.3	9,040	8,205	56,457	52,625	8,748	7,916
*Nation's Agriculture ..	10.8	5.2	48.9	46.6	4,878	2,359	22,015	20,997	4,878	2,359
*New Jersey Farm & Garden	49.9	49.3	266.4	286.8	22,487	22,219	119,879	129,104	20,056	18,988
*Ohio Farm Bureau News	12.0	11.1	59.1	57.4	5,383	5,016	26,607	25,844	5,053	4,566
Poultry Tribune:										
#Eastern Edition ..	38.6	31.8	241.8	241.6	16,544	13,662	103,740	103,642	14,179	11,026
#Central Edition ..	34.8	26.0	208.9	209.2	14,947	11,166	89,618	89,745	13,359	9,619
#Western Edition ..	39.4	27.8	239.1	220.0	16,892	11,944	102,583	94,385	14,687	9,971
#Pacific Edition ..	43.6	36.6	249.5	243.8	18,714	15,686	107,053	104,601	14,846	11,835
Average 4 Editions ..	39.1	30.2	234.8	228.7	16,774	13,115	100,749	98,093	14,268	10,613
*†Southern Farm & Home	12.1	5.2	—	29.9	6,777	5,205	31,130	29,895	5,030	3,924
Southern Planter	28.1	25.8	200.0	185.4	19,658	18,063	140,005	129,748	18,505	17,045
*Turkey World	41.8	37.7	273.9	271.1	17,932	16,157	117,499	116,275	13,824	12,553
*Western Dairy Journal ..	31.9	33.1	188.1	194.0	13,668	14,210	80,696	83,262	6,335	11,186
*Western Livestock Journal	95.4	87.9	516.7	509.6	40,926	37,748	221,698	218,698	15,106	14,210
*Wyoming Stockman-Farmer	29.8	26.8	151.8	125.5	26,712	23,996	136,024	112,540	21,095	20,021
Total Group	954.7	879.0	5,446.0	5,197.0	477,545	435,350	2,736,925	2,577,777	378,784	343,245

†Published quarterly effective April 1955; larger page size (1,000 lines) in May 1954. ‡Not included in totals.

Newspaper Monthly Farm Sections

	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954
*Iowa Farm & Home	31.0	27.6	130.4	140.9	31,638	28,401	132,999	145,139	30,801	27,431
*Rural Gravure	9.2	8.4	38.6	45.9	9,169	8,441	38,584	45,853	9,169	8,441
*Texas Ranch & Farm ..	13.9	14.6	81.4	78.2	14,616	15,330	85,421	82,180	12,278	12,488
Total Group	54.1	50.6	250.4	265.0	55,423	52,172	257,004	273,172	52,248	48,360

Public and Dealers to See New Philco Line on TV Tuesday

MIAMI BEACH, FLA., June 24—On Tuesday night Philco Corp. will "show" its new television and radio receiver line to its 100,000 dealers around the country and is inviting the rest of the nation to look at the same time. This innovation in introducing a new nationally advertised line via open-circuit television (ABC-

TV) marks a first for the television and appliance industry. General Motors does it each year. The show, mundanely entitled "Convention in Miami Beach," will be telecast from the Fontainebleau Hotel from 8 to 9 p.m., EDT, during regular convention proceedings. Some 1,200 distributors are attending the mid-year meeting, which will begin June 26 and will run through June 29. ■ Commentator John Daly will emcee the proceedings. Bess Meyerson and Lee Ann Merriwether

(Miss America, 1954) will do the commercials and descriptive work on the new line. At the end of the hour-long show, Philco will give viewers a glimpse into some of its future products, now in the engineering and research stage. The only report on the long-awaited Philco color television system will be made by president James H. Carmine, who is expected to report considerable progress and nothing more. Advertising plans for the fall also will be disclosed to the con-

vention. Hutchins Co., Philadelphia, is the Philco agency. **Screen Gems Sets Up Canadian Affiliate** Screen Gems, New York, the tv film production and distribution subsidiary of Columbia Pictures Corp., has formed Screen Gems of Canada Ltd. to handle the sale of the company's product in Canada. Screen Gems' shows formerly were distributed in Canada by Telepix Movies Ltd. The new company, which will have offices at 102-108 Peter St.,

Toronto, will be headed by two former Telepix executives, Joseph Dunkelmann and Lloyd Burns. Nine Screen Gems' series are now available to sponsors, agencies and stations in Canada. **Incabloc Sponsors Contest** Incabloc Corp., New York, is running a contest open to any retail jeweler, watchmaker or sales person in the U. S. on, "How I increased my watch sales with Incabloc shock absorbers." First prize winner will receive a two-week trip to Switzerland for two.

Farm Magazines	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954	May 1955	May 1954
Kansas Farmer	51.2	47.5	264.0	263.5	38,915	36,097	200,656	200,263	36,838	33,961
Michigan Farmer	59.0	56.9	328.2	344.7	45,297	43,671	252,065	264,736	40,475	38,783
Missouri Ruralist	45.6	41.6	287.3	266.1	34,660	31,599	218,385	202,257	31,608	28,613
Montana Farmer-Stockman	71.5	63.0	364.4	340.7	54,089	47,635	275,506	257,548	48,090	40,789
Nebraska Farmer	91.5	78.4	490.7	463.1	69,201	59,267	370,979	350,127	62,453	54,459
New England Homestead ..	34.2	33.8	212.5	217.5	23,964	23,675	148,742	152,250	17,690	18,244
Ohio Farmer	64.5	60.9	385.5	369.1	49,500	46,767	296,095	283,442	44,623	41,923
Oregon Farmer	42.8	43.7	237.6	253.7	32,321	33,027	179,603	191,797	30,561	31,176
Pennsylvania Farmer	53.5	45.4	333.4	299.5	41,072	34,879	256,084	229,990	36,199	31,044
Prairie Farmer:										
#Illinois Edition ..	87.3	84.3	519.0	502.6	63,570	61,369	377,818	365,885	54,680	53,557
#Indiana Edition ..	89.1	81.8	521.6	488.1	64,842	59,551	379,718	355,329	55,952	51,739
Average 2 Editions ..	88.2	83.1	520.3							



The more you drive,
the less it costs per mile!

Leaving your car home in the garage costs you almost as much as driving it.

Figures compiled by the American Automobile Association show that the amount of gasoline and oil you use affects total car expense far less than the fixed charges—insurance, license fees and depreciation. These costs are about the same whether you drive 5,000 miles a year or 15,000. If you have any doubts on this, see how little more a car dealer can allow for a low-mileage used car. Trade-in values are based largely on year and condition of the car.

Driving Costs for Average Family (HUSBAND, WIFE AND ONE CHILD)	
Year	5,000 miles 15,000 miles
Depreciation	\$477.36 \$ 477.36
Insurance	194.45 194.45
License fees	16.83 16.83
Gasoline & Oil	114.50 343.50
Maintenance	37.00 111.00
Tires	25.50 76.50
	\$775.65 \$1,130.65
Cost per mile for each member of family	5.2¢ 2.5¢

Of course, you'll use more gasoline and oil as you drive more. But U. S. oil companies have held their prices so low even with the taxes on gasoline that additional mileage costs very little. As shown on the chart, the family that drives 5,000 miles a year will pay 5.2¢ per mile for each member of the family. The family that drives 15,000 miles will pay only 2.5¢ per mile—52% less!



UNIT COST—This ad for Ethyl Corp. appears in the July Reader's Digest. Previously the drive was launched with spreads in Collier's and The Saturday Evening Post. Batten, Barton, Durstine & Osborn is the agency.

'Drive More; It Costs Less' Is Ethyl Ad Motif

NEW YORK, June 21—Although it may not bring unbridled joy to the Sunday driver hung up in an automobile jam, Ethyl Corp. this week kicked off a national campaign to get more cars on the road.

Appealing to those cost-conscious individuals who are anxious to get the most out of everything they own, Ethyl has fashioned a campaign built around the theme, "Drive more... it gets cheaper by the mile."

The campaign, launched with spreads in the June 18 Saturday Evening Post and the June 24 Collier's, is based on this seemingly incontrovertible logic: A car owner has certain fixed costs—depreciation, insurance, license fees—and since these costs remain the same whether the car is driven or left in the garage, he may as well drive it and get his money's worth.

To back up its thesis, Ethyl is featuring cost studies done by the American Automobile Assn. These show that the fixed charges cost the motorist the most. For example, the annual depreciation cost for a car owner is listed at \$477.36, whether the car is driven 5,000 or 15,000 miles.

"If you have any doubts about this," says the Ethyl ad copy, "just see how little more an automobile dealer can allow for a low-mileage used car. You'll find that trade-in values are based largely on the year and condition of the car—with little attention given to mileage."

Ethyl concedes that "you'll use more gasoline and oil as you drive more," but points quickly to a cost-comparison chart to clinch its argument. This chart, highlighted in the ad, shows that the family (husband, wife and one child) that drives 5,000 miles this year by car will pay "about 5.2¢ per mile for each member of the family," while "the family that drives 15,000 miles will pay only 2.5¢ per mile—52% less."

So there you are. "To get your money's worth out of your car investment," says Ethyl, "use your car more. Take your family on a motoring vacation. Shop by car. Enjoy weekend trips. And remember, when you drive more, it gets cheaper by the mile."

The campaign, handled by Batten, Barton, Durstine & Osborn,

will continue through October in Collier's, the Post and Reader's Digest. Ethyl also is conducting a vigorous trade promotion for tie-in support from other industries, such as oil and automobile companies, hotels, restaurants, stores, manufacturers of luggage, sporting goods and clothes.

A b&w shield displaying the slogan, "Drive more... it gets cheaper by the mile," has been produced in a variety of display forms and is available in quantity at cost.

Ethyl is making personal presentations to marketing executives and also is preparing an eight-page newspaper supplement containing editorial features promoting the "drive more" idea. This supplement will be distributed to more than 10,000 dailies and weeklies.

Ethyl explains that this program was "prompted by the fact that, despite a broad increase in car ownership in recent years, the American motorist is apparently

not making full use of his car. This has created marketing problems of varying magnitude for those industries which have been

anticipating a sustained growth in the individual use of automobiles and in the demand for automotive products and services."

● If Your Printer Doesn't Want 'em, WE DO!
(or we'll do it for him)
IMPRINTING OR OVERPRINTING
OF FOLDED AND BOUND JOBS
Sersen's IMPRINTING, Inc. CHESAPEAKE 3-2050 CHICAGO 7
17 N. Loomis St.

AMERICAN BUILDER

What a builder can learn from Florida

... to finish

Built-ins are changing the future of your kitchens...

Have you checked the 1955 American Builder...



... against your new marketing problems?

Rarely has a business picture changed so fast—and rarely has a business magazine moved so fast to meet the new conditions. Today, the 1955 American Builder is talking to your present prospects about their new problems in today's language. There never was a better time to advertise what you can do for the builder—or a better magazine to do it in.

TODAY, there's a new balance between big builder, medium builder, the little builder... there's a new pattern of "team specifying" as between builder, supplier and sub-contractor.

These are things your prospects are thinking about right now—and things the 1955 AMERICAN BUILDER is talking about right now. Reader interest in solving today's problems—solutions offered by our editors and by our advertisers—is at a high we've never seen.

This is the hottest thing in our 77 years as publisher to the light construction industry—and we claim to know more about it than any Johnny Jump Lately on the

light construction bandwagon.

Only the 1955 AMERICAN BUILDER now offers you the aim and impact of (1) three regional editions, or (2) a free corollary aid like our Light Construction Merchandiser to wrap up your "merchandising package," or (3) balanced coverage between big and little builders, big and little towns, East and West, North and South, or (4) "Starched" issues to help you keep your new advertising targeted on today's new market.

Your AMERICAN BUILDER man wants to add details and answer questions at the first opportunity. SIMMONS-BOARDMAN PUBLISHING Co., 30 Church, New York 7, N. Y.

Balanced Coverage **AMERICAN BUILDER** Bigger Business

PHOTOGRAPHIC REVIEW



AGENCY ANNUAL—Edwin S. Cox, senior v.p. of Kenyon & Eckhardt, outlines the picture for some 107 agency staffers who attended annual session of K&E's seven offices at Lake Placid, N. Y. Pipe smoker at left is William B. Lewis, president.



FLORIDA MEETING—Among those on hand for the first gathering of the program policy committee of the Washington Post & Times Herald am-tv stations in Washington (WTOP) and Jacksonville (WMBR) were John S. Hayes, president, WTOP; Glenn Marshall Jr., president, WMBR; Dave H. Bocher, WMBR v.p.; Lloyd Dennis, WTOP v.p.; Philip L. Graham, president, Washington Post Co.; Lawrence E. Richardson, director of general services, WTOP; George F. Hartford, WTOP v.p.; Adrian Fisher, counsel, WTOP; J. Russell Wiggins, managing editor of the Post, and Charles M. Stone, WMBR v.p.



GUILD CHIEFS—The 1955-56 officers of the Philadelphia Guild of Advertising Men pose after their elections. Shown are Earle A. Buckley Jr., Buckley Organization, president; Ralph Christie, Aircraft En-graving Co., 1st v.p.; Jack McAllister, Gatchell & Manning, 2nd v.p.; Robert Fest, Albert Frank-Guenther Law Inc., secretary; and William E. Willis, Potomac Electrotypes Co., treasurer.



HOW TO COOK A B'AR—Fess Parker, tv's Davy Crockett, gets a cooking lesson in Detroit from Karen Fladoes, manager of the Kelvinator Institute for Better Living. With them is Buddy Ebsen, who plays Mr. Crockett's podner. Kelvinator will join the automotive divisions of American Motors Corp. next fall in sponsorship of "Disneyland," the show which originally exhumed Mr. Crockett.



SMALL FRY—Candace Congdon, 7, holds the painting which won for her best-of-show award in the 1955 Small Fry Art Show sponsored by Fuller & Smith & Ross, Cleveland. John C. Maddox, exec. v.p. of the agency, presents the award as Candace's father, Francis L., looks on. Proud papa is account executive on the Stouffer Restaurant account.



ABC GATHERING—These groups met at the Jasper Park Lodge sessions of the directors of Audit Bureau of Circulations: Frank T. Tucker, B. F. Goodrich Co., Akron; Carleton Healy, Hiram Walker & Sons, Detroit; Mrs. Tucker; G. A. Shellberg, Borg-Warner Corp., Chicago.



Mrs. Healy and Walter P. Lantz, Bristol-Myers Co., New York. At right are R. M. Cantlon, publisher, Saskatoon Star-Phoenix; J. H. Gamble will sponsor "It's Always Platt, Kraft Foods Co., Chicago, ABC board chairman; Mrs. Platt; Jan," starring Janis Paige, on CBS-TV this fall.



COOL ENTERTAINMENT—Procter & Gamble will sponsor "It's Always Platt, Kraft Foods Co., Chicago, ABC board chairman; Mrs. Platt; Jan," starring Janis Paige, on CBS-TV this fall.



Marty Battestin—New York



Art Collins—Chicago



Bill Gillerain—Chicago



Rod Hull—New York



Don MacMannis—New York



Bill Menne—Los Angeles



Warren Reynolds—Chicago



Howard Seaver—New York



Bill Bowers—New York



Ed Everitt—New York



Jay Hammen—Detroit



Bill Hutchings—Chicago



Roger Madden—Chicago



Frank Norton—New York



Purce O'Gorman—New York



Burns Cody—Detroit



Jack Follansbee—Los Angeles



Tom Hughes—Chicago



Dave Littlefield—New York



Jim McAllister—Chicago



Reg Peloquin—New York



Jack Reynolds—San Francisco



Dave Scrivner—New York



Fred Stevenson—New York

% gain

*24 good reasons why
Parade linage is
ahead again in '55*

This sales team is setting a stiff pace with a fourteen percent gain in advertising linage for the first half of 1955.

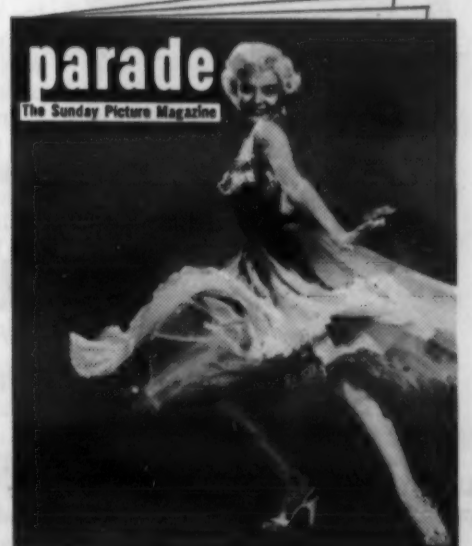
These men in 1954 brought PARADE the largest page gain of *any* mass magazine in any field (Sunday, weekday or women's service). *Don't be surprised if they do it again in 1955.* More and more advertisers are recognizing PARADE as

The low-cost medium for reaching more than 6,500,000 prosperous American homes.



Ed Kimball

Vice President, Director of Advertising Sales



PARADE—The Sunday magazine of 47 fine newspapers in 47 major markets—with fourteen and a half million readers.

Public Loves Its Bathrooms, But Crane Co. Still Loves Those Valves

(Continued from Page 3)
bank of the Chicago River. He operated them with locomotive steam and gave emergency water service to a considerable section of the city.

■ (Previously Mr. Crane had contributed to the tastiness of the city's drinking water by inventing a "fish trap" which kept minnows from emerging from the faucets of the householders, in an era when the waterworks' screening devices were something less than perfect.)

Early milestones in Crane Co. development had been (1) the award of the steam heating contract for the county courthouse, in 1858, which brought the company into the valve business in the first place, and (2) its first big government contract, in 1861, which called for supplies of spurs, stirrups, bits and saddle fittings for Union cavalrymen in the Civil War.

It was in the '20s that Crane Co. became famous for its extravagant bathroom ads. Actually the company had been making plumbing fixtures—pipes, faucets, etc.—since 1895, but after World War I it went into the bathtub, toilet and "commode" business in a big way. In 1923 it became the first maker of colored bathroom furnishings.

■ The company's magazine ads, conceived and executed by Charles Daniel Frey Co., held up before the dazzled American public bathrooms inspired by the "bath Maria Luisa" in the Pitti Palace, Florence; the Petit Trianon; the Directoire bathroom of Mme. Recamier, and many another glamorous interior.

It was an era when architects were building Spanish villas, English half-timbered houses and Swiss chalets. And the Crane bathrooms were in the swing too. The "Neumar," "Marmor" and "Elegia" lavatories, the "Tarnia" and "Corwith" baths, the Delft tiling and the Mandarin decor—all skillfully combined the romantic appeal of foreign terms with a word coinage which was astonishing for its inventiveness.

Each ad offered a copy of "New Ideas for Bathrooms," a booklet setting forth the Crane philosophy of beauty at the bath, which got to be so famous that it became the subject of a cartoon in the *Yale Record*, later reprinted in the old *Life*.

■ Another Crane booklet, "The New Art of Fine Bathrooms," also spread before the culture-hungry public, in four glorious colors, the Crane concept of Bathroom Beautiful, recapitulating the ads.

"Crane Beauty in the Open;



LUXURY—Four-color magazine ads popularized the use of color in bathroom fittings in the '20s.

Crane Quality in All Hidden Fittings" was the slogan repeated in both ads and booklets. Media included *Country Life*, *Harper's Bazaar*, *House & Garden*, *Spur*, *The Saturday Evening Post*, *Vanity Fair* and *Vogue*.

Most of the illustrations discreetly omitted the toilet; when it appeared, it was usually seen somewhat indistinctly through a half-closed door.

Company historians are still a little vague on whether the idea of colored bathroom furnishings was dreamed up by R. T. Crane Jr. or by agency man Frey; Mr. Frey says it was mutual.

In any case, these flamboyant phenomena made their mark. For an Illinois millionaire, Crane created the only modern bathtub in the world carved out of onyx. The company equipped a trailer for Arabia's King Ibn Saud with its most up-to-date plumbing. It built a Beverly Hills bathtub so big its owner attached a life preserver to an adjoining wall.

Gold faucets are an old story at Crane.

■ In industrial products the company has proved equally far-seeing. In 1923 a Crane industrial ad



LOG CABIN DAYS—This shack, built by the Crane Co.'s founder, was its first plant. Today it occupies a spot in the midst of the Chicago works.

appeared which carried the headline: "To meet electrical power needs in 1955."

"Up, up, up go steam pressures and temperatures to help give you current at lower cost," the copy declared. "The prevailing steam pressures when Crane Co. was founded in 1855 were 35 to 50 lbs. to the square inch. Today Crawford Ave. Station of the Commonwealth Edison Co., Chicago, operates at 600 lbs. What will pressures be in 1955?"

(In 1955, Crawford Ave. has been renamed Pulaski Rd., and pressures now run to 2,100 lbs.p.s.i.)

■ The elder R. T. Crane died in 1912. In addition to the company name, he left a heritage in at least two other areas—industrial medicine (the company had a full-time medical department well before the turn of the century) and education.

Mr. Crane was actively opposed to higher education, on the not unreasonable grounds that there was not yet in Chicago widespread primary and secondary education.

In furtherance of his notion, he personally introduced manual training into the Chicago public schools in 1891. He bought the tools for the classes, and he paid the teachers. His efforts to promote the practical in education were great enough so that in 1905 the Chicago school system named one of its largest institutions the R. T. Crane Manual Training High School.

■ The company continued to prosper through flexibility. It had made air brake parts for trains in the '90s, then abandoned them in



BUILDERS AND BUYERS—These two anniversary ads by Leo Burnett Co. consisted of a tribute to architects—who are in a position to specify Crane products—in *Fortune* for June, '55, and a pair of handsome washbasins featured in a page in the May 23 issue of *Life*.

its American plants. For a time it made elevators; in 1895 it sold its elevator business. To valves it remained faithful.

Today the company operates 14 plants in the U.S., Canada and England; its product roster runs into the thousands.

J. L. Holloway, then president of the company, said last year: "Only a relatively few years ago, business growth merely meant selling more of the same products—perhaps to more people, or getting the prices down so that the same products could be sold to lower income groups. While that is still necessary, our economy is so complex that there is an additional requirement.

"Today growth involves diversification, taking on new related lines or adding entirely new products. This helps create new markets instead of just saturating markets that already exist. It not only helps industry grow, but it keeps it stable....

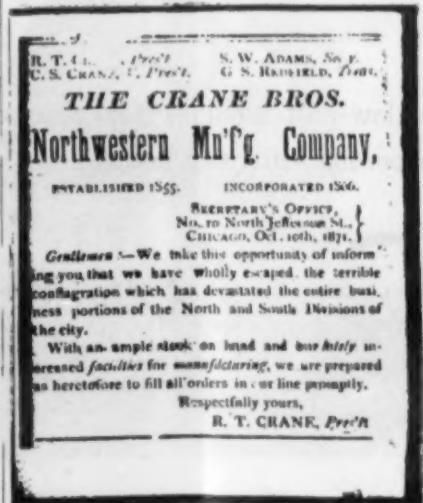
■ "As each year passes, we now find the fluctuations in the economy are less sweeping. I believe the trend will continue so that dips will become less serious.

"This kind of stabilization may mean that the rises will be less spectacular as well, but that, too, is to our benefit. It means that industry can finally settle down to steady growth—so steady that it can be safely planned for.

"Taking so much speculation out of planning means more stable employment, resulting in steadier purchasing power. The cycle is endless, for, in addition to steady employment, there should be steady dividends. Everyone should benefit by this kind of stabilization."

In June, 1955, Mr. Holloway retired from the Crane presidency and was succeeded by Frank F. Elliott, formerly senior v.p. in charge of sales.

Today Crane's advertising is divided between the Buchen Co.,



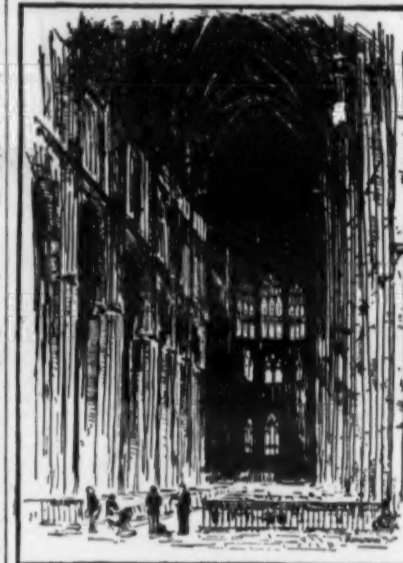
UNSCATHED—This 1871 Crane Co. ad announced that the company had escaped the great Chicago fire and was ready to do business.

which handles the company's industrial space, and Leo Burnett Co., the consumer advertising agency.

The Buchen Co. has had the Crane account since 1937. In 1954, the agency invested approximately \$500,000 in industrial advertising.

Burnett came into the picture in January, '52. It handled about \$900,000 worth of advertising, including promotional literature, for Crane plumbing and heating apparatus in '54.

■ "Crane," the company's anniversary ad in *Iron Age* declares, "begins its second century of serv-



The Crane Co. sends a committee abroad to find new ideas in bathroom designs.

BATHROOM DESIGN—This cartoon, which testifies to the fame of Crane Co.'s colored bathroom furnishings, first appeared in the *Yale Record*, later in the old *Life*.

ice in a new era... At the beginning of Crane's first century, we had to control only simple fluids—like water and steam. Our second century begins as nuclear power brings new, unheard-of problems to solve.

"What once was sufficient in design and strength in valves, fittings and piping may soon be obsolete. New processes and machines demand controls for new high pressures and temperatures; new corrosion resistant materials; new, tighter, safer seals; new norms of performance. Crane is taking these new challenges in stride."

And to show that the nuclear age reference was no mere stab in the dark, the ad includes a picture of a Crane valve used in the atomic submarine, the *Nautilus*. The company whose founder once invented a fish trap for the kitchen plumbing is dealing with bigger fish.

Wild Joins Cosgrave

R. S. Wild has resigned as merchandising editor of *Hardware Age* to join Cosgrave & Associates, Milburn, N. J., distribution consultant.

Man Leaves Agency on First Day; Finds It's Unprofitable

CHICAGO, June 21—An ambitious young man who managed to get into an agency here has learned that there is no money in the business.

In fact, he arrived at the agency—Ewell & Thurber Associates—early this morning and left shortly afterward. The manner of his going was hasty and he just missed coming in contact with a client's product. His total gain from his brief work was 80¢.

The young man, unidentified at this writing, was surprised in the act of jimmying open the agency's safe by C. E. (Tex) Rickerd, v.p. and manager of the Chicago office. Mr. Rickerd headed for the window and scrambled down the fire escape. Mr. Rickerd, looking for a suitable weapon, seized a can of China Beauty chop suey, a product of China Food Products, Chicago, a client, and heaved it after the burglar. He missed.

A check later showed the thief managed to get away with about 30¢, taken from a desk drawer. Larger sums of money in some of the desks and in a tin cash box were overlooked, and about \$30 worth of stamps were discarded by the thief after he found them.

'Chain Store Age' to Publish Two New Restaurant Editions

NEW YORK, June 21—Two new fountain-restaurant editions will join the 11 other specialized merchandising monthlies published by *Chain Store Age* when the managers' edition and the executives' edition begin going regularly to subscribers in September.

Covering an estimated \$2.3 billion industry, the fountain-restaurant publications will provide operating and merchandising information to some 21,000 establishments in this field operated by chains, and will take their place alongside the Lebharr-Friedman Publications books in the chain drug, supermarket and variety-general merchandise fields.

■ The company has covered this facet of chain-store operations since 1925, when it went into business with one over-all general edition, and since 1939, it has published a separately bound fountain-restaurant section as part of its drug and variety editions.

According to president and publisher Arnold D. Friedman, these special sections will continue to accompany those two editions of *Chain Store Age*, but the two new editions have been decided upon because of marketing developments in the field which are reflected in widespread interest in fountain-restaurant operations beyond the drug and variety fields.

Peck Names Taplinger

Sylvan Taplinger has been appointed director of radio and television for Peck Advertising Agency, New York. Mr. Taplinger formerly was with Hirshon-Garfield. At the same time James Eysler, previously with William H. Weintraub & Co., has joined Peck as an account executive and member of the creative group.

Bersch Rejoins Klitten

Calvin G. Bersch has rejoined Martin R. Klitten Co., Los Angeles, as an account executive after serving as assistant sales and advertising manager of Tokheim Corp. and more recently as an account executive with Willis S. Martin Advertising Co., both Fort Wayne.

PIC Plan Sells Insurance with Trading Stamps

PASADENA, June 21—PIC, a new type of trading stamp, is getting its first big push in Huntington Park, Cal., where 50 merchants have signed to participate. The plan broke with a 1,000-line two-color ad in the *Huntington Park Signal*. Smaller ads will run weekly in the *Signal* and the *Bulletin*, with some radio being used on Los Angeles stations.

The ad's headline: "Free Life Insurance With Every Purchase At Your Local Stores." The basic idea consists of giving a customer a dollar's worth of life insurance for

NOW! FREE LIFE INSURANCE WITH EVERY PURCHASE AT YOUR LOCAL STORES!

Revolutionary Trading Stamp Plan Gives You One Dollar in Insurance for Every Dollar You Spend!

Trade where you see this emblem!

PIC
RED, WHITE & BLUE STAMPS

every dollar spent with participating merchants. Individuals may obtain up to \$2,500 worth of insurance, with age limits of 1 to 65 years. No physical examination is required, but a policy holder is required to be in good health at the time his policy is taken out.

The plan is called Purchaser's Insurance Certificates. It works just like any other trading stamp plan. Customers are given kits in which to paste stamps. When they send their stamps to the insurance company, Constitution Life Insurance Co., Los Angeles, they receive certificates to paste on their policies. At all times the policy holder is insured for the value of all certificates less than one year old.

Cost to participating merchants is 3% of sales. Since some customers do not take stamps, however, and since there is a "breakage" factor represented by purchases which do not come out even to the dollar, actual cost is said to average 1.5% of sales.

The plan was tested initially in Oxnard, Cal., with three non-competitive merchants participating. There was no promotion of any kind, except over-the-counter explanation and word of mouth. More than 200 people in Oxnard now are carrying PIC insurance coverage. In Huntington Park not more than three participating merchants will be sellers of the same product or service.

The next step planned for PIC is a network of non-competitive markets in Los Angeles which will permit the use of radio, tv and metropolitan newspapers. Eventually it is planned to operate the PIC plan on a nationwide basis.

Mogge-Privett, Los Angeles, is the agency. PIC reports it has been cleared by the BBB and California Insurance Commission and has additional clearance in 42 states.

PIC is operated as a subsidiary of Missionary Foundation Inc., a Pasadena charity organization. It was conceived by Ralph E. Flannery, who will serve as national director.

Frank Birch Named Board Chairman of Klau-Van Pietersom

MILWAUKEE, June 21—Frank V. Birch, president of Klau-Van Pietersom-Dunlap since 1951, has been named chairman of the board of Wisconsin's largest agency. A. R. McGinnis has been chosen president of the agency.

George J. Callos, executive v.p.



A. R. McGinnis



Frank Birch

for four years, was named executive v.p. and general manager, and

Lee I. Archer, secretary.

The fifth member of the company's board of directors is Louis Panella, assistant secretary and a v.p. of the agency.

Mr. Birch, 60, observed his 36th anniversary with KVPD last week. He joined the firm in 1919 and was chosen executive v.p. in 1931. Mr. McGinnis, 57, has been with the firm since 1936 and Mr. Callos, 46, joined the agency staff in 1945.

The company, which will mark its 50th anniversary next year, was founded by Walter F. Dunlap, Gustave Klau and Anthony Van Pietersom in 1906 in several rooms in downtown Milwaukee. Its first client, the Harley-Davidson Motor Co., had an annual advertising budget of \$475. Harley-Davidson is still among KVPD's clients.

The agency, which now has more than 100 employees, reported billings of \$5,599,747 to *ADVERTISING AGE* for 1954, and estimated that 1955 billings would be 9% above that figure.



America's leading advertisers look to LANDAU for outstanding painted displays

In Philadelphia SCHLITZ LIKES LANDAU LOCATIONS

LANDAU
OUTDOOR ADVERTISING COMPANY
3627 N. Smedley St., BA 9-5500, Phila. 40, Pa.

Belief! It's mutual—NATIONAL ADVERTISERS (475 to be exact)
and more than 4 MILLION READERS
BELIEVE IN NEGRO NEWSPAPERS

USE THESE INFLUENTIAL NEWSPAPERS TO SELL NEGRO FAMILIES ON THEIR OWN HOME GROUND.

BASIC MEDIA

- BALTIMORE, AFRO-AMERICAN
- CHICAGO, DEFENDER
- CLEVELAND, CALL AND POST
- COLUMBUS, OHIO SENTINEL
- DALLAS, EXPRESS
- DETROIT, MICHIGAN CHRONICLE
- FORT WORTH, THE MIND
- HOUSTON, INFORMER
- KANSAS CITY, THE CALL
- LOS ANGELES, THE CALIFORNIA EAGLE
- LOUISVILLE, DEFENDER
- MEMPHIS, TRI-STATE-DEFENDER
- MINNEAPOLIS, SPOKESMAN
- NEWARK, N. J., AFRO-AMERICAN
- NEW ORLEANS, LOUISIANA WEEKLY
- NORFOLK, JOURNAL AND GUIDE
- PHILADELPHIA, AFRO-AMERICAN
- THE TRIBUNE
- RICHMOND, AFRO-AMERICAN
- SAVANNAH, TRIBUNE
- ST. LOUIS, THE ARGUS
- SAN FRANCISCO, SUN-REPORTER
- ST. PAUL, RECORDER
- TAMPA, FLORIDA SENTINEL
- WASHINGTON, AFRO-AMERICAN
- NATIONAL, AFRO-AMERICAN
- CHICAGO DEFENDER

Here are a few examples. They represent America's topnotch makers and distributors of consumer goods, many of whom have used Negro newspapers consistently for the past 35 years.

By pinpointing their approach to the Negro consumer, advertisers capitalize on the unmatched loyalty and interest reserved by Negroes for their own newspapers. By recognizing the Negro as a consumer, they achieve most nearly their goal of a 100% selling job.

API is proud to enjoy this recognition by astute media analysts who know that the best road to the \$15 billion Negro market is through selected Negro newspapers.

For complete information and helpful marketing suggestions, call on the nearest API office.

ASSOCIATED PUBLISHERS, INC.

31 West 46th St., New York 36, N. Y. **API** 166 W. Washington St., Chicago 2, Ill.
JUdson 2-1177 ANdover 3-6343

Pacific Coast Representatives:

ROBERT C. WHALEY COMPANY

55 New Montgomery St., San Francisco 5 6513 Hollywood Blvd., Los Angeles, Calif.
SUtter 1-6072 HOLLYWOOD 3-7157

More national advertisers use Negro newspapers than any other medium directed to the Negro family.

National Nielsen Ranking of Radio Shows Two Weeks Ending May 21, 1955

All figures copyright by A. C. Nielsen Co.

Current Rank	Program	Homes* (000)
EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS) (1,146)		
1	Marciano-Cockell Bout (Gillette, NBC)	8,300
2	Amos 'n' Andy (Brown & Williamson Tobacco Co., CBS)	2,201
3	Lux Radio Theater (Lever Bros., NBC)	2,201
4	People Are Funny (Paper Mate, NBC)	2,018
5	Dragnet (Chesterfield, NBC)	1,972
6	Jack Benny (Lucky Strike, CBS)	1,834
7	Gunsmoke (Chesterfield, CBS)	1,834
8	You Bet Your Life (DeSoto-Plymouth, NBC)	1,743
9	My Little Margie (Campana, CBS)	1,697
10	People Are Funny (Toni, CBS)	1,697
EVENING, MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS) (825)		
1	One Man's Family (Toni, NBC)	1,376
2	Great Gildersleeve (Three Plan, NBC)	1,330
3	News of the World (Miles Labs., NBC)	1,238
WEEKDAY (AVERAGE FOR ALL PROGRAMS) (1,284)		
1	Young Dr. Malone (Procter & Gamble, CBS)	2,155
2	Ma Perkins (Procter & Gamble, CBS)	2,110
3	Our Gal, Sunday (American Home Products, CBS)	2,064
4	Road of Life (Procter & Gamble, CBS)	2,018
5	Helen Trent (Participating, CBS)	2,018
6	This is Nora Drake (Toni, CBS)	1,972
7	Guiding Light (Procter & Gamble, CBS)	1,972
8	Perry Mason (Procter & Gamble, CBS)	1,972
9	Helen Trent (American Home Products, CBS)	1,880
10	Our Gal, Sunday (Participating, CBS)	1,834
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS) (413)		
1	Adventures of Rin Tin Tin (National Biscuit Co., MBS)	1,009
2	Greatest Story Ever Told (Goodyear Tire & Rubber Co., ABC)	780
3	Old Fashioned Revival Hour (Gospel Broadcasting Assn., ABC)	688
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS) (642)		
1	Gunsmoke (Chesterfield, CBS)	1,697
2	Allan Jackson-News (Texas Co., ABC, 12 m.)	917
3	Allan Jackson-News (Texas Co., ABC, 1:25 p.m.)	917

*Percentage of homes reached ("Nielsen-Rating") may be determined by comparing the total number of homes reached with 45,859,000, the 1955 Nielsen estimate of U. S. radio homes.

National Nielsen Ratings of Top TV Shows Two Weeks Ending May 21, 1955

All figures copyright by A. C. Nielsen Co.

TOTAL HOMES REACHED			PROGRAM POPULARITY*		
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	I Love Lucy (Procter & Gamble, CBS)	15,148	1	I Love Lucy (Procter & Gamble, CBS)	46.0
2	I Love Lucy (Philip Morris, CBS)	13,896	2	I Love Lucy (Philip Morris, CBS)	42.2
3	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	13,503	3	Jackie Gleason (Nestle, Schick, CBS)	42.0
4	George Gobel (Armour, NBC)	13,386	4	Disneyland (American Motors, American Dairy, Derby Foods, ABC)	41.6
5	Jackie Gleason (Nestle, Schick, CBS)	13,217	5	George Gobel (Armour, NBC)	40.7
6	George Gobel (Pet Milk, NBC)	13,190	6	George Gobel (Pet Milk, NBC)	40.3
7	Dragnet (Chesterfield, NBC)	12,822	7	Toast of the Town (Lincoln-Mercury, CBS)	39.4
8	Toast of the Town (Lincoln-Mercury, CBS)	12,655	8	Dragnet (Chesterfield, NBC)	39.2
9	Your Hit Parade (Warner-Hudnut, NBC)	12,060	9	Your Hit Parade (Warner-Hudnut, NBC)	37.2
10	Martha Raye (Hazel Bishop, NBC)	11,662	10	This is Your Life (Hazel Bishop, NBC)	36.6

*Percentage of homes reached in area where program was telecast.



THOMAS B. ADAMS, assistant to the president of Campbell-Ewald, has been named to receive the fourth annual Outstanding Young Advertising Man of the Year award from the Assn. of Advertising Men & Women, New York. Mr. Adams has been with the agency since 1945. Don A. Reed, ad manager of W. A. Sheaffer Pen Co., Ft. Madison, Ia., won honorable mention.

New 'Puck' Spaces Were Framed to Vie With 'Ad Giant'—TV

NEW YORK, June 21—Puck—The Comic Weekly, which pioneered the one-third and one-sixth page units in Sunday comics, now is accepting vertical half pages from advertisers.

Robert P. Davidson, general manager, said the new unit will be charged at the usual half-page rates. Puck gets \$19,300 for half pages in its basic group.

In 1931, when Hearst comic pages were opened to advertising, Puck accepted only full pages, Mr. Davidson recalled. Eighteen months later Puck introduced the half-page unit. "In 1939," he continued, "we felt that it was necessary to establish a one-third page unit."

The development of the sixth-page unit dates to 1953, when comics advertising, generally, started to decline. "The decline gained momentum extending through 1954," said Mr. Davidson.

At the end of six months of study, he said, "we were pretty sure that we knew the reason for the serious falling off of comics patronage."

"It was not that advertisers or agencies no longer believed in the efficiency of comics as an advertising medium, but by this time a giant was appearing which was known as television. It had an allure and aura of showmanship that was intriguing to a large number of advertisers—and the number of dollars necessary to use it was large."

"Advertising appropriations were expanding, but they were not—and are not—expanding fast enough to keep all forms of print advertising in the position they formerly occupied and at the same time take on this new medium."

Puck decided on the sixth-page unit (about 320 lines) as one that was large enough to tell an advertiser's story, priced so that the advertiser could use a large number of insertions "without breaking his bank."

Mr. Davidson said the unit has added over \$2,000,000 in revenue in the 12 months it has been offered.

Rimini Appoints Gore

Rimini division of Nordham Trading Corp., New York, has appointed Chester Gore Advertising, New York, to handle an introductory campaign for its fabric imports from Egypt. Magazines, newspaper supplements and business papers will be used.

John A. Kennedy Buys 'Sioux Falls Argus-Leader'

John A. Kennedy, formerly newspaper man and owner of radio and tv stations, has purchased the Argus-Leader, Sioux Falls, S. D. Mr. Kennedy, now a resident of San Diego, will assume possession of the newspaper July 1. E. J. Kahler, v.p. and manager, Fred C. Christopherson, v.p. and editor, and most of the other staff members will continue with the newspaper, according to Mr. Kennedy. Mr. Kennedy, who started his

career as a reporter for the Sioux City Journal and later for the Washington Herald, also held various editorial positions with Hearst newspapers. In 1935 he purchased the Exponent, Clarksburg, W. Va., and gradually accumulated radio stations in four West Virginia towns and started West Virginia's first tv station. After World War II, he bought the San Diego Journal and broadcast stations there. He has disposed of all his West Virginia and San Diego properties.

You See What Is Happening At A Glance



- ★ BOARDMASTER Visual Control Saves You Time, Money.
- ★ Gives Graphic Picture of Your Operations at a Glance.
- ★ Ideal for Production, Traffic, Sales, Inventory, Scheduling, Etc.
- ★ Simple to Operate, Type or write on Cards, Snap in Grooves.
- ★ Made of Metal. Compact and Attractive. Over 50,000 in Use.

Full price \$49⁵⁰ with cards
FREE 24-page illustrated BOOKLET No. V-200 Without Obligation
Write Today for Your Copy

GRAPHIC SYSTEMS, 55 West 42nd St., New York 36

Announcement

The RALEIGH NEWS and OBSERVER, Morning and Sunday, and The RALEIGH TIMES, Evening, are now under Raleigh News and Observer ownership, with joint mechanical operation. Beginning July 1, 1955 the following rates will be in effect:

- Morning and Evening 38¢ per line
- Evening and Sunday 39¢ per line
- Morning Only 31¢ per line
- Sunday Only 32¢ per line
- Evening Only 12¢ per line

(Morning Only, Sunday Only and Evening Only Rates are the same as in the past)

COMBINATION INSERTIONS OPTIONAL

Full and Complete Coverage of Raleigh and "The Golden Belt of the South"

The News and Observer
Morning and Sunday
THE RALEIGH TIMES
Evening

Raleigh, North Carolina
Represented by The BRANHAM COMPANY

Notice — Effective July 1, 1955

The Advertising Agency
EWELL & THURBER ASSOCIATES
will operate under its original name
UNITED STATES ADVERTISING CORPORATION
Established 1921

Telephone 23 East Jackson Blvd.
WEBster 9-0911 Chicago 4, Ill.
C. E. RICKERD, President



"All right, so Dick Armstrong was polled in TIME's new Study of Executive Audiences. Why didn't you marry Dick Armstrong?"

Why don't you, too, take a look at the largest study of executives ever made. Please write T. E. Ryan, Research Director, TIME, The Weekly Newsmagazine.



Aylesworth Got Ellington Stipend, Tax Suit Reveals

(Continued from Page 1)

dent of RKO Pictures and the first president of the National Broadcasting Co., got the following deal from Ellington:

1. An expense account of \$2,000 per month.
2. 20% of the total outstanding common stock of the Ellington agency at a cost of 1¢ per share.
3. A \$50,000 block of prior preferred stock—at 5¢ per share—to be redeemed 18 months after the Cities Service account came to Ellington.
4. A second \$50,000 block of prior preferred stock—at 5¢ per share—to be redeemed three years after the Cities Service account was obtained for the agency.
5. Appointment as a director and chairman of the executive committee of Ellington & Co.

■ Although Mr. Aylesworth joined the agency in the fall of 1947, his affiliation with Ellington was kept a secret until 1949, when it was mentioned in a *Look* article.

The agreement was predicated on Cities Service remaining an Ellington account. (The oil company still is at the Ellington shop.) A letter from the agency to Mr. Aylesworth—which served as the written agreement—spelled this out as follows:

"The understanding also is that if the revenue from Cities Service or other new business you may help secure develops beyond this point [the \$212,000 figure mentioned above], we would mutually work out additional means of compensating you, such as salary, bonus or expense allowance—the controlling principle being that this is a starting basis by which the account pays its way, and likewise, in case revenue from the account is lost in part or in whole during the next 36 months, and is not made up by revenue from other business you help secure, then this factor would be taken into consideration in paying off your preferred stock."

(In 1954, Cities Service Co. spent \$1,964,984, according to Publishers Information Bureau and Bureau of Advertising figures. More than half—\$1,205,446—went into newspapers, with \$627,875 allocated for network radio.)

■ The court record notes that Mr. Aylesworth "also was successful in obtaining some other business" for Ellington, business "of undisclosed amount or character." The court also reports that "the income of Ellington increased substantially as a result of its acquisition of the Cities Service account."

The Ellington-Aylesworth agreement was carried out to the letter. It wound up in court because Mrs. Caroline Andrews Aylesworth refused to accept a number of rulings by the Internal Revenue Service on the tax returns filed by her late husband for the years 1947 through 1951.

■ Mr. Aylesworth reported his two \$50,000 payments from Ellington under capital gains, but Internal Revenue refused to allow this and was upheld by the tax court. The opinion handed down by the court was that the written agreement with Ellington shows clearly that the \$100,000 "consists of earnings" derived by Mr. Aylesworth, "which are taxable as ordinary income rather than as capital gain."

The stock agreement, the court ruled, was "merely a device" for compensating Mr. Aylesworth "for his services in connection with bringing in and maintaining the

Cities Service account at Ellington."

■ There was also a dispute, decided in favor of the government, over Mr. Aylesworth's \$2,000-a-month expense account. During the years 1947 through 1951, Mr. Aylesworth filed tax returns reporting business deductions ranging between \$15,000 in 1951 and \$28,000 in 1947. These were allowed by the tax collector.

In allowing these deductions, however, Internal Revenue ruled that Mr. Aylesworth must then report his \$2,000-a-month expense allowance as gross income. The tax collector said that Mr. Aylesworth was unable to prove that this \$24,000 a year was spent for business purposes or expenses that weren't reported already under business deductions.

In pressing this claim, Mrs. Aylesworth argued vainly that her late husband "was personally acquainted with many prominent persons and executives of America's largest corporations; that a man in his position was expected to entertain on a lavish scale."

■ Mr. Aylesworth said that out of his Ellington expense account he kept up an apartment in New York for \$5,800 a year. The tax court disallowed this claim, stating that the Aylesworths lived in the apartment and it was therefore "not a business expense, even though it may have been used at times for entertainment of business guests."

The court's opinion was handed down April 29. Mrs. Aylesworth has 90 days to file an appeal. So far none has been filed.

Max Factor Drive for Lipstick Means Lots of Red Tape

(Picture on Page 1)

LOS ANGELES, June 22—A West Coast company is looking forward to getting itself all tied up in red tape this fall.

Actually, Red Tape is the name of a new lipstick shade. Sales Builders Inc. here, producer of Max Factor cosmetics, is launching the new lipstick color with the theme: "You're Sure to Tie Him Up... with Red Tape."

A four-color spread in the September *Vogue* will serve as Red Tape's debut. This will be followed by a similar spread in the Sept. 12 issue of *Life* and a one-page adaptation of the spread in the October *Seventeen*. TV spots and newspaper ads also will be used.

■ Department stores will receive promotion kits to help them tie in with the campaign. These include newspaper mats, suggested layouts for storewide fashion ads, interior display suggestions, radio and tv spots, etc.

One group of department stores will tie in with the Red Tape promotion through plans developed by *Vogue* in connection with its editorial introduction of fashion color.

Doyle Dane Bernbach Inc. is Sales Builders' agency.

JAMES E. PEW

PHILADELPHIA, June 21—James E. Pew, 54, head of the \$30,000,000 natural gas and gasoline resources expansion program of Sun Oil Co., died June 19. Mr. Pew was a grandnephew of Joseph N. Pew, founder of Sun Oil and son of the late John G. Pew, former president of Sun Shipbuilding & Dry Dock Co.

JOHN H. MARCHANT

PHILADELPHIA, June 21—John H. Marchant, 67, retired v.p. and general manager of John Wanamaker, Philadelphia department store, died June 20. Associated with Wanamaker for 45 years, Mr. Marchant was named general manager in 1940, and v.p. in 1944.



Brown Wensberg Pfarr Fowler Stackhouse Jacobs

COAST GROWTH—Expansion of West Coast operations of Bozell & Jacobs was discussed at an Omaha meeting by this group: R. H. Wensberg, Seattle v.p. and general manager; Archie Jacobs, Beverly Hills manager; Richard Fowler, marketing consultant to the agency; Lloyd Stackhouse, v.p. and assistant general manager, Seattle; Stan Pfarr, v.p. in charge of creative services, Seattle, and David Brown, assistant manager, Beverly Hills.

Pay TV Stirs Squabble in House as Two Congressmen Introduce Bills Pro and Con

WASHINGTON, June 23—The pros and cons of pay tv echoed through the House chamber today as members came forward to help the Federal Communications Commission decide the issue.

First on the floor was Rep. Emanuel Celler (D., N. Y.), with a bill (H.R. 6899) outlawing the idea. He was followed by Rep. Frank Chelf (D., Ky.), who protested that he is neither for nor against pay tv, but that he is tired of rerun films, and that he thinks pay tv is inevitable.

Rep. Celler was particularly upset about the proposal of Walter O'Malley of the Brooklyn Dodgers to have commercials on pay tv. "This means," he sputtered, "some of the inane, inept, if not insane tv commercials, will still be with us."

■ He paid generous tribute to commercial tv, asserting that promoters of toll tv refuse to talk about the great box office attractions which have been brought into the home by commercial tv. He expressed fear that toll tv would siphon off today's most popular shows.

"The television spectrum is limited," he said. "It is in the public domain and the public interest should therefore come first. The interests of the telecasters are secondary."

Rep. Chelf has a bill, too. His bill, H.R. 6913, instructs the President to fire any member of the FCC who decides the pay tv issue "against the expressed will and desire of the great American public."

■ In his speech to the House he referred to a recent referendum which had been conducted among tobacco farmers, who voted 98.8% for acreage controls. "Could it be that those who oppose pay tv are afraid of a verdict at the hands of the people?" he asked.

Protesting that he is not advocating pay tv or any other form of entertainment, he insisted the only interest he has in the matter "is to prevent the public from getting the business."

"I am not concerned with the claims and interest of General Sarnoff, president of RCA. I want it understood the only general I am interested in is the general public."

He argued that he feels the public ought to have the additional opportunity to make a choice between the free tv and the ads of

the sponsors on one hand and a wholly new kind of television for a relatively small fee that would bring to their homes first run movies and other features not now available.

■ At one point he complained that better shows were going off tv, now that summer months have arrived. "As a result, sponsors will be digging into their old tv film supplies and we will be having playbacks over and over again."

"Frankly, I have seen so many repeats that I could almost recite the lines of the characters in the plays."

He mentioned a Loretta Young program which "gave me for free a film of a previous show that I had seen."

(The repeat took place because of the illness of Loretta Young—Editor.)

"This is exactly what the American public is going to be subjected to time and time again during this summer and every summer yet to come unless the general public, the American public themselves, are given an opportunity to see on television for a nominal fee something better than the sponsors are now able to produce."

■ "In my humble judgment," he said, "any effort to block the people from speaking their minds with respect to 'pay tv' would be comparable to preferring an ox-cart over a jet-propelled plane. It would be like burning candles instead of electricity or viewing stereoptican slides in the parlor instead of coast-to-coast television in the living room."

"We simply cannot stop the clock, turn back its hands, yank out its works and expect the tick of progress to go on."

"Frankly, these old free tv film playbacks that are now taking to the air are really in violation of the Constitution of the U.S. and Bill of Rights, in that they are truly cruel and inhuman treatment. They are a mild form of mental horsewhipping. They are headache agitators, insomnia stimulators, and ulcer providers."

Judith Cortada Joins O'Leary

Judith Cortada has joined John J. O'Leary & Co., Englewood, N. J., public relations consultant. She was formerly with American Broadcasting Co. and an associate editor of *TV Screen* and *ADVERTISING AGE*.

Commerce Committee Still Trying to Get Added TV Channels

(Continued from Page 1)

committee of engineers will find a way to establish some additional channels in the more popular v.h.f. band.

He contended this would result in increased utilization of the ultra high frequency band. While the statement was not explained, it was believed to mean that the addition of a few v.h.f. channels would facilitate the process of selective "de-intermixture"—the reappportioning of markets into all-v.h.f. and all-u.h.f. markets.

In the course of the press conference, he was asked whether the licensee of one of these hypothetical v.h.f. channels, for example channel 4½, would be in any better economic position than a u.h.f. operator who faces the problem of converting the existing sets. He expressed hope that the conversion of sets to a new v.h.f. channel would be easier and more successful.

■ The committee, which is composed of engineers from the networks and prominent consulting firms, will consider, among other things, whether the existing fm band should be surrendered to tv, and carved into three additional tv channels. The committee will also attempt to determine the degree of "de-intermixture" that can be achieved.

Sen. Magnuson said the committee will also look into the "monopoly" situation. For this phase of its work, it will rely on data which the Federal Communications Commission expects to collect with an \$80,000 fund approved by Congress recently for a special investigation of network regulations.

Meanwhile the FCC today announced two steps to help u.h.f.:

1. The commission scheduled arguments on June 27 for "de-intermixture" of Peoria, Ill., Evansville, Ind., Madison, Wis., Hartford, Conn., and Albany-Schenectady-Troy, N. Y.

2. It announced a proposal to lift the power limit on u.h.f. stations from 1,000,000 to 5,000,000 watts in order to improve their coverage.

Grocery Group's Report Skips Point, Says Safeway V. P.

(Continued from Page 1)

recommendations for establishing uniform practices in couponing operations.

"The coupon study of the GMA is devoted entirely to the mechanics of issuing, handling and redeeming coupons," Mr. Cochran wrote. "There is no evidence in the study that refutes the claims of those who believe the use of coupons increases food distribution costs, forces retailers to assume extra costs and burdens and interferes with the retailer's ability to render the best service to the food consuming public."

"If GMA wants to perform a real service to the entire food industry," Mr. Cochran continued, "it would make an objective study of the use of coupons and the extent to which they are contrary to or in the interest of consumers, manufacturers, processors and retailers."

"Safeway would be delighted to cooperate financially, or in any other way, with the GMA to develop such a useful report," the letter concluded.

Nassau Appoints Feldman

Nassau Originals, maker of ladies' sportswear, has appointed George Feldman Inc., New York, to handle its mail order advertising.

Fradkin Agency Named

Better Sleep Co., New Providence, N. J., has appointed Fradkin Advertising, N. Y., to handle ads for its aids to sleeping comfort.

PRESS CLIPPINGS

News items, editorials, advertisements promptly from daily and weekly newspapers, from magazines and trade papers as specified.



BURRELLE'S
ESTABLISHED 1911
PRESS CLIPPING BUREAU
Barclay 7-5371

146 Church Street New York 7, N. Y.

will provide you with a record of your results from promotions and releases.

For Future Reference

Handsome loose leaf scrapbooks; rubber cement; plastic laminating if desired.

BURRELLE'S
PRESS CLIPPING BUREAU

146 Church Street • New York 7, N. Y.

Local Governments Are Outmoded by Population Shifts, AT&T Comptroller Says

(Continued from Page 2)

ban fringes as part of the central cities," he said.

The trouble comes from the fact that "legally the urbanized area is made up of many municipalities, located in a number of counties and, in some cases, in several states." Attempts by such governments to cope with the problems of growth are usually too little and too late, resulting in a burden on the citizens of inconvenience, waste, high cost and blighted areas, he said.

Mr. Stott pointed out that the U. S. Census Bureau established a new category, the "urbanized area," in 1950. By census definition, this consists of one of several "central cities," at least one of which has a 50,000 population, and an "urban fringe" of thickly settled areas with closely laid out streets. While the "central city" of

Milwaukee has a population of 637,000, this figure is increased by 30% with the addition of the urban fringe—formerly considered rural—and the land area is more than doubled, Mr. Stott said.

With the increasing concentration of the population in "urbanized areas" has come an increase in the "service" and white-collar professions, whose members now comprise almost half of all U. S. workers, Mr. Stott pointed out. At first glance, this looks like too many generals and not enough privates, Mr. Stott said, but went on to explain that the reason for the trend lies in the tremendous increase of mechanization in both farm and industrial production.

■ Fertility, mortality and migration were listed as the three major factors in the country's development by Prof. Philip M. Hauser of the University of Chicago. In his talk, Mr. Hauser discussed the changing population from colonial times to the present day.

"The U. S. provided the world with an example of remarkably rapid growth from an estimated population of little more than 50,000 Europeans in 1650 to a population of almost 4,000,000 by 1790, the date of our first census under the Constitution," he said. "Between 1790 and 1950, U. S. population has doubled five times."

Mr. Hauser pointed out that in addition to population trends, many factors are significant in economic development, such as differential urban-rural growth, internal migration, the expansion and decentralization of population in America's metropolitan areas, and the changing racial and ethnic composition of the population.

One of the most important elements in the continued expansion of the country's economy has been the population growth, Mr. Hauser said. "The population upsurge, now in its tenth year, assures tremendous population expansion for most of the remainder of this century, and to the extent that population is a factor, holds forth new vistas of opportunity for continued economic expansion," he concluded.

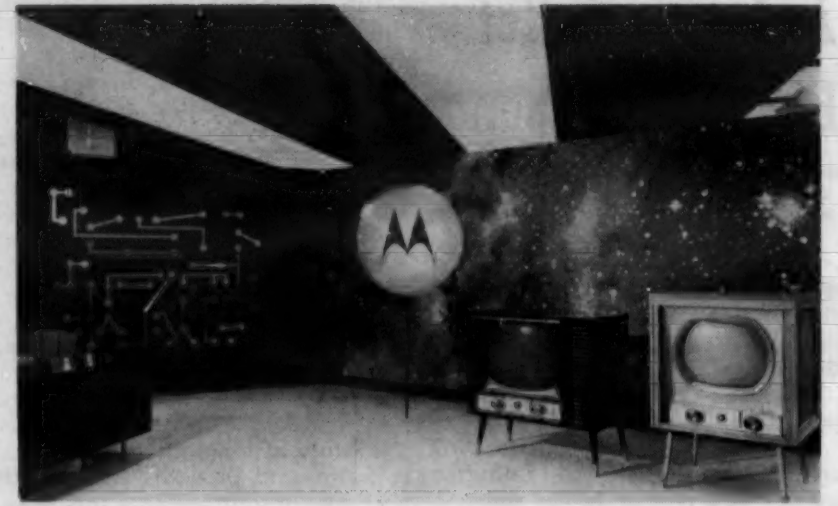
New Book Untangles Trademark Problems

NEW YORK, June 21—A non-technical guide to the complex problems of trademarks has just been published by the U. S. Trademark Assn.

The 130-page hard-covered "Trademark Management," available from the publishers at \$5 per copy, is the result of three years of research and data compilation on the part of a special committee set up by the association, which represents more than 200 of the country's largest companies.

"This book was prepared because business men asked for it," said Sherwood E. Silliman, USTA president, in announcing its publication. "We have tried to keep it simple, readable and interesting. This is not a law book and is not intended to take the place of your lawyer, but was written to assist those executives who must deal with trademarks."

Subjects discussed include choosing the trademark, registration, trademark use, policing, internal administration and foreign problems. Chapters have been contributed by Edgar S. Bayol, press counsel, Coca-Cola Co.; John L. Esterhai, assistant counsel, Philco Corp.; Jack T. Redwine, attorney for Quaker Oats Co.; W. G. Reynolds, legal counsel for E. I. du Pont de Nemours Co., and others.



COMPANY INSIGNIA—Visitors to Motorola Inc.'s new showrooms in the Merchandise Mart, Chicago, are the first to see the company's new insignia—two pyramid shapes forming an M—which greets them at the entrance. Motorola expects to extend use of the insignia on all products, cartons, stationery and advertisements within the next two years. The new showrooms were opened on June 20 to coincide with the beginning of the summer furniture show. The designs in the entrance represent a printed electronic plated circuit on the left and a photographic montage of the heavens on the right.



ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work! Experts because WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years of experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

in Buffalo-TV dollars count for more on channel 4

WBEN-TV DELIVERS
Western New York is the second richest market in America's richest State. And — WBEN-TV delivers this market as does no other television station.

CBS NETWORK
WBEN-TV
BUFFALO, N. Y.

WBEN-TV Representative
Warrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

\$24.00
subscription and price
90.23%
renewal rate
the **HIGHEST**
of any weekly
business magazine ...

a true measure of readership and advertising value

THERE'S A REASON — subscribers find solid gold in 6 pt. solid in TRAFFIC WORLD

Every decision, every complaint, every application to the Interstate Commerce Commission has *profit and loss* potential for both shippers and carriers. That's why **TRAFFIC WORLD** — especially the pages of ICC reports in 6 pt. solid — is read, studied, and saved for constant reference in active files. Each week, any item on any of its 58 editorial pages can spell increased costs, or savings; distribution advantages or disadvantages.

When traffic executives and transportation experts study every weekly issue with this kind of intensity, you know your message will be seen and read.

Traffic World carries more freight advertising than any other magazine.

For more details see our Service-Ad in Standard Rate and Data

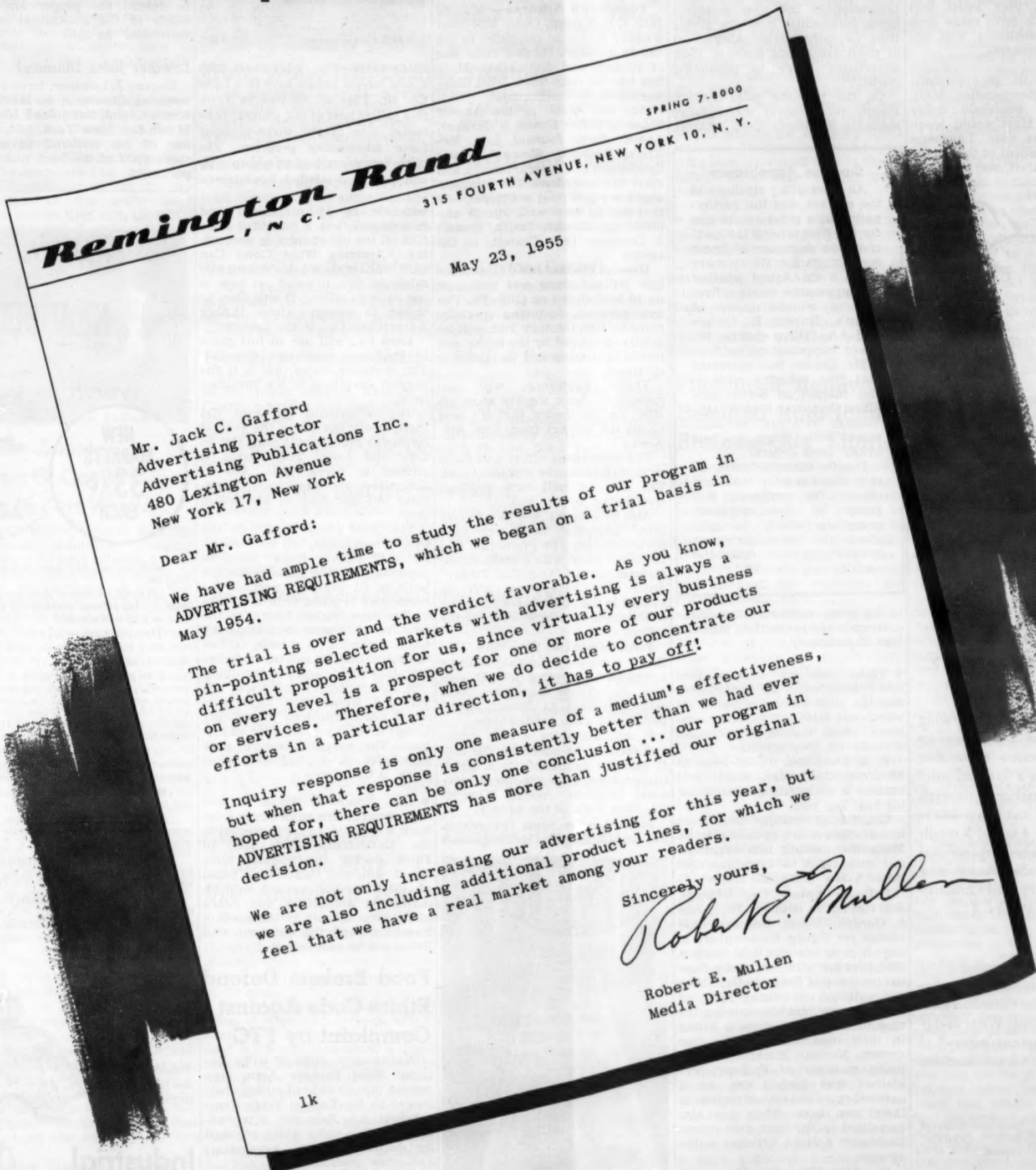
TRAFFIC WORLD

NEW YORK 22
515 Madison Avenue—Plaza 5-6312

CHICAGO 2
22 West Madison Street—Financial 6-0012

SAN FRANCISCO 3
821 Market Street—YUkon 2-2338

"RESULTS of our program in Advertising Requirements* ... consistently better than we ever hoped for..."



* Advertising Requirements — the workbook of over 21,000 advertising management executives—the top how-to-do-it, where-to-buy-it medium in advertising's \$3 Billion production-promotion-merchandising field.

Advertising Requirements

200 E. ILLINOIS STREET, CHICAGO 11

Published By The Publishers of ADVERTISING AGE
and INDUSTRIAL MARKETING

Color Brightens Home Furnishings Summer Market

(Continued from Page 1) margins after last year's sag in profits. Carpet manufacturers raised prices from 2% to 5% this month. On furniture, prices are going up as much as 7%.

Retailers say they will have to pass the price hike on to their customers, but they insist that quality and style have made such strides that consumers will not mind slight increases.

Wallace Ollman, general manager of the Merchandise Mart, predicted that wholesale dollar volume at the Mart would reach \$250,000,000 this year. Lawrence H. Whiting, president of the American Furniture Mart, also predicted

a record year. While there is some feeling that color, as it is being used this year, is just a passing fancy, the majority of manufacturers say it's here to stay.

Purple couches, green sinks and orange chairs are on the upswing. Wood finishes are used more lavishly than ever, and many wood pieces combine color and natural wood texture.

Dealers are being encouraged to promote the new lines. Window display contests and advertising contests are being used by several manufacturers.

One of the most potent forms of promotion is the new emphasis home furnishings men are giving time payment plans. Almost all of them are giving some of their advertising space to promoting credit.

On the retailing side, Richard Buchholzer, general merchandise manager of Hower Corp., Akron,

only carpet maker using tv, will increase its fall network schedule of the Garry Moore show from eight to 12 weeks. Dealers are offered free cut-ins in their areas. Anderson & Cairns Inc., New York, is the agency.

Brown-Saltman Co., Los Angeles, will run a joint promotion with Warner Bros. to boost "The McConnell Story," in which Brown-Saltman furniture is used exclusively.

Stores will duplicate the movie setting in windows and movie lobbies when possible. The theme of the campaign is "Motion Pictures Build Your Dream House."

Youngstown Kitchens—Mullins Mfg. Co., Warren, Ohio, will open a heavy magazine campaign in the fall to introduce its new color line of kitchens and dishwasher. Mullins has the only work level dishwasher on the market now.

Ads will break in the August issues of *Better Homes & Gardens*, *Ladies' Home Journal*, *Life*, *McCall's*, *Redbook*, *Woman's Home Companion* and several builder and decorator magazines. The company also has a new food waste disposer that can be used with almost any plumbing. Brooke, Smith, French & Dorrance Inc., Detroit, is the agency.

General Electric has dropped the Ray Milland show and will pick up 26 hour shows on CBS-TV. The new program, featuring specialty films by 20th Century Fox, will be jointly sponsored by the major and traffic appliances and the radio-tv divisions.

Traffic appliances will also sponsor an hour weekly show on NBC, on the theory that it's best to hit the market from both networks.

The advertising effort will focus on the GE exclusive portable tv set. The new set will have national distribution by the fall.

Also new for GE is a new "party pink" promotion for a new pink portable radio. The promotion will include a tie-in with a dress manufacturer for an "Our Gal Friday" dress. The advertising will be pushed in the youth market. Young & Rubicam Inc., New York, is the agency.

Firth Carpet Co., New York, says that it is the only company doing a complete advertising job. It uses *Life*, the shelter magazines, local magazines such as *Sunset*, newspapers and trade publications.

It will introduce a new fabric and increase its schedule this fall. It also has expanded its program from a three to a six-month seasonal program. Abbott Kimball Co., New York, is the agency.

James Lees & Sons, Bridgeport, Pa., in addition to an increased



THE READ CARPET—Pete Liller, Liller, Neal & Battle, Atlanta, literally rolled out the carpet at the Chicago market to indicate to a sales meeting of Needletuft Rug Mills, Dalton, Ga., the volume of local dealer ads. More than 250 ads made up the 3'x120' carpet.

Hold Everything
that's what LANE chests do

Introduce new cedar chest—Save! Save! Save! more storage space in your living space

Buy them... Also makes of Lane Tables Over 100 Styles and Finishes

LANE Cedar Chests Over 100 Styles and Finishes ***49.95**

SPACE SAVER—The cedar chest with a new look is shown here in a Lane Co. ad. This ad, to run in *Look* this fall, is part of the general consumer side of the three-pronged Lane advertising program. The other two are aimed at young girls and practical-minded housewives.

schedule in 11 magazines and newspapers, has a beautiful color film on the use of color in decorating. "Amazing What Color Can Do" will be shown to dealers and salesmen first to point out how to use color in selling. It will then be shown to women's clubs. D'Arcy Advertising Co., is the agency.

Lane Co., will use 30 full pages in consumer magazines this fall. The company states that it is the biggest advertiser in the furniture field.

The advertising program has three facets: the first is the general consumer promotional campaign in *Life* and *Look*. The second is pitched to young girls. Ads in *Seventeen* and the movie magazines tell the story of the dream chest.

The third group of ads, in the shelter magazines, tell the "decorate with storage space" story to homemakers. New Lane chests are built to fit into any part of the house and to blend with a variety of furniture styles. Many of the new cedar chests developed by Lane resemble highboys, coffee tables, end tables and other decorator-functional pieces of furniture.

A *Life* survey of newspaper advertising shows that Lane gets more dealer-financed newspaper lineage than any other *Life* advertiser. The company spends over \$1,000,000. C. J. LaRoche, New York, is the agency.

Gen. Robert E. Wood, 76 year old retired chairman of Sears, Roebuck & Co., Chicago, was elected to the Merchandise Mart Hall of Fame during the market. Gen. Wood, who was chosen by a panel of 101 financial writers, editors, marketing authorities and heads of business schools, is the seventh merchant—and the only one still living—to be so honored.

Food Brokers Defend Ethics Code Against Complaint by FTC

WASHINGTON, June 23—The National Food Brokers Assn. contended that its code of ethics, challenged by the Federal Trade Commission (AA, June 20), is less restrictive than codes which are used by doctors, dentists, accountants and other professions.

In a complaint issued last week, the commission charged that members of the association agree not to solicit accounts which are held by other members. But today, Watson Rogers, president of the association—who is also named individually in the complaint—said the code deals only with "unfair" solicitation of accounts held by members.

He pointed out that doctors, lawyers, dentists and many other

professions have codes banning any solicitation of business... fair or unfair. "If it is proper and right for the code of ethics of the lawyer, the doctor, the dentist and the accountant to condemn mere solicitation, it is pretty difficult from the standpoint of equality before the law to consider improper the less rigid standards of the food broker which require that solicitation must be 'unfair' before it is condemned," he said.

Mr. Rogers said it is too soon to know what action the association will take in the face of FTC's attack on its code. "We shall, of course, do everything in our power to defend the proper and legal rights of the association and its members," he said.

Lowther Joins Diamond

Eugene J. Lowther, formerly advertising director of the Macfadden Men's Group, has joined Diamond Match Co., New York, as a member of the national advertising space staff of the book match department.



who

DO YOU REACH WITH CANADIAN BUSINESS PAPERS?

Many a U.S. firm intending to tap the rich Canadian market learns early that Canada is a national market reached only through national Canadian publications... 4 out of 5 retailers, business, professional men including the key men in industry read Canadian Business Papers.

Here with maximum effect you reach the exact segment of the Canadian market you want. Write to-day for the recent survey* of our 105 BNA publications.

*Gruneau Research Bulletin 1954 on request.



BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

137 WELLINGTON ST. W., TORONTO, CANADA

How much is

1 NEW MARKET

worth to you?

NEW MARKETS 33 1/2¢ EACH

Will you pay 33.2 cents each to reach NEW markets?

Industrial Equipment News reaches 452 industries... 452 different markets... and costs only \$150 on a 12-time schedule.

That's just \$322 per market. Very few suppliers know all of the industries that can buy their products.

Even one new market added to the industries you already sell is worth while. But IEN will do development work for you in all the markets there are, all 452 subdivisions of the 20 basic industries, including all you are now selling and all the others that might buy if they knew about your products.

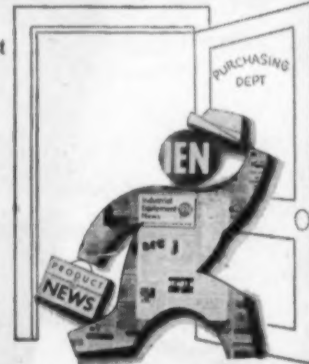
In these 452 markets IEN influences the 64,000 product selecting officials in the 40,000 establishments which make 80% of the national product.

What an opportunity to explore new markets, find and develop new customers!

And our immediately interested readers will respond... will reveal who and where they are and why they are prospects.

IEN's exclusive SPECIFIC INFORMATION sales leads have set a new standard in the screening of inquiries.

You don't have to guess about IEN results... they speak for themselves.



Details? Send for complete DATA FILE

Industrial Equipment News

Thomas Publishing Company



BPA 461 Eighth Avenue, New York 1, N. Y.

NBP Affiliated with Thomas Register

Broadcasters Set Up Committee to Battle Toll TV

HOT SPRINGS, VA., June 23—TV directors of the National Assn. of Radio & Television Broadcasters voted today to take a more active role in the fight against toll-tv, and appointed a special committee to get the arguments against pay-tv before Congress and the public.

In April the directors passed a resolution instructing NARTB to fight any proposal which would establish a pay-tv system on the tv channels currently available to telecasters. The newest resolution reaffirms that stand, and provides the basis for an active fight to arouse public opinion against toll-tv.

General command of the association's fight against toll-tv was vested in three members of the tv board. These three—to be appointed by NARTB President Harold Fellows—are to help the NARTB management "in the development of the reply brief [which is to be filed with the FCC] and of the full disclosure by appropriate means of pertinent facts and information to Congress and the American public concerning pay television."

The pay tv issue did not reach a vote in any form at the recent convention, although a number of telecasters registered objections to the position taken by the tv board. A resolution conflicting with the board's position was sponsored by a group of members but was ruled out of order by Mr. Fellows.

Texas Booster

Amon G. Carter

Dies in Fort Worth

FORT WORTH, June 23—The newspaper publishing industry lost one of its most colorful figures with the death today of Amon G. Carter, 75, publisher of the *Fort Worth Star-Telegram*. He had been confined to his home since his return from the American Newspaper Publishers Assn. convention in April. He had been ill following the first of a series of heart attacks in February, 1953.

Mr. Carter was born in Crafton, Tex.; his formal schooling ended with the public schools. He started to work for the *Star-Telegram* as a newsboy and rose to become the paper's president and publisher. He built the *Star-Telegram* to its standing as the largest combined-circulation paper in the state.

Mr. Carter had been a leading exponent of Texas and especially of Fort Worth, where he had been a moving spirit in the establishment of the Southwestern Exposition & Fat Stock Show, the Greater Fort Worth International Airport, and other civic enterprises.

An inveterate foe of neighboring Dallas, he is said to have boasted that when he went to Dallas on business he always carried his lunch in a paper bag.

He had been president of the Fort Worth Club for 29 years and, through his acquaintance with Presidents and notables—from Will Rogers on—he had made his name and that of the round-the-clock paper synonymous with that of the Lone Star state.

O'Connor Succeeds Collins at 'Cleveland Plain Dealer'

Edward J. O'Connor has been appointed national advertising manager of the *Cleveland Plain Dealer*. He succeeds Byron A. (By) Collins, who has retired after 41 years with the *Plain Dealer*. Frank A. (Pat) Moran, with the newspaper many years, has been named assistant national advertising manager.

Last Minute News Flashes

Coffin Moves to 'Living for Young Homemakers'

NEW YORK, June 24—Charles H. Coffin, formerly western manager of all Street & Smith magazines, has been named national advertising manager of *Living for Young Homemakers*, succeeding William J. Herwood, who has resigned. Mr. Coffin's replacement in Chicago will be Robert R. Harkness, who has been handling *Made-moiselle* in Chicago. No other Street & Smith executive changes are contemplated at present. The office of president, filled by Gerald H. Smith until his death last week (see story on Page 61), will remain vacant for the time being. Ralph R. Whittaker Jr. will remain as exec. v.p. and Arthur P. Lawlor as v.p. and secretary. The company will continue under "the same family ownership and publishing policies."

'Business Week' Will Raise Guarantee, Rates

NEW YORK, June 24—*Business Week* will announce Monday (June 27) an increase in rates, effective January, 1956. The new one-page, 13-time rate will be \$2,465. Present one-page, 13-time rate is \$2,200. The new rates are based on a guaranteed net paid circulation of 275,000, an increase of 25,000 over the present guarantee.

Erwin, Wasey Gets Courtley Toiletries

LOS ANGELES, June 24—Erwin, Wasey & Co. has been named to handle the Courtley division of Lee Ltd. Lee recently purchased Courtley men's toiletries from the Hudnut sales division of the Warner-Lambert Pharmaceutical Co.

New Haven Railroad Names Doyle Dane Bernbach

NEW YORK, June 24—The New York, New Haven & Hartford Railroad is expected to announce the appointment of Doyle Dane Bernbach as its agency, effective Sept. 1. The road's current agency of record is Hoag & Provandie, Boston. The account bills between \$300,000 and \$500,000.

Denver Chemical Switches to Kastor, Farrell

NEW YORK, June 24—Denver Chemical Manufacturing Co. has appointed Kastor, Farrell, Chesley & Clifford to handle its advertising for Antiphlogistine poultice and rub and its other products. Gotham Advertising is the previous agency.

Marcalus Account Shifts to Riedl & Freede

EAST PATERSON, N. J., June 24—Marcalus Mfg. Co., maker of Marcal paper napkins, hankies, straws and sandwich bags, Kitchen Charm waxed paper and other household paper products, has appointed Riedl & Freede, New York, as its advertising agency, effective Aug. 1. Marcal's ad budget is believed to be about \$300,000, mostly in radio and tv spots. Calkins & Holden, New York, has had the account since 1946.

Farricker Will Join McCann July 1

DETROIT, June 24—Richard J. Farricker, manager of Kudner Agency's office here and account executive on the General Motors account, will join McCann-Erickson's Detroit office on July 1 as v.p. and account service group head on the Chrysler Corp. institutional advertising account.

Lee Rejoins Thompson; Other Late News

Harry A. Lee, who was with J. Walter Thompson Co., San Francisco, from 1936 to 1942, will rejoin Thompson July 1 as v.p. and Pacific area manager. He has been president of Philippine Advertising Associates, Manila, since 1945.

The *New Yorker* will open an advertising office in San Francisco Oct. 1, headed by Richard E. Mann, who has been Chicago manager. Frank Brewer of the Chicago staff becomes midwestern manager. The magazine also plans a Los Angeles office.

Karl F. Moore, formerly merchandising manager, has been named promotion manager of *True*, New York.

The U. S. Air Force has reappointed Ruthrauff & Ryan, New York, to continue handling its account.

Court Overrules CAB; Airline May Use 'American' Tag

WASHINGTON, June 23—The court of appeals today upset a ruling of the Civil Aeronautics Board which ordered North American Airlines to stop using the word "American" in its name.

The CAB had supported the position of American Airlines, which contended that the use of "American" by North American, a non-scheduled line operating primarily among New York, Chicago, Kansas City and Los Angeles, constituted unfair competition.

The court ruled however that "American" is so commonly used by business enterprises, including the airline industry, that its use by North American does not constitute unfair competition.

Meyer Joins Snellenburg

Richard S. Meyer has joined N. Snellenburg & Co., Philadelphia department store, as sales promotion manager and publicity director. He was with Hecht Co. for 15 years, where he was ad director and sales promotion manager.

Thayer Ridgway, Brooke, Smith's Exec. V.P., Dies at 50

NEW YORK, June 24—Thayer Ridgway, 50, exec. v.p. and creative director, Brooke, Smith, French & Dorrance, died at his home here last night. During his career, Mr. Ridgway had been at Lennen & Mitchell, McCann-Erickson and Ridgway, Fedry & Yocum.

He started his career in 1924 with the *New York World*, after having been accepted as a pre-medical student at Yale. He later joined Hearst West Coast Newspapers, becoming advertising manager and national advertising manager.

In 13 years on the Coast, Mr. Ridgway also was general sales manager of the Don Lee Broadcasting System, and advertising manager for Fox West Coast Theaters. He joined Brooke, Smith in 1947, becoming exec. v.p. of the New York division. Prior to that he was president of his own agency, and v.p. in charge of new business at Lennen & Mitchell. Earlier he had been an account executive at McCann-Erickson.

\$750,000 Budget Puts Punch in GE Fair Trade Drive

MILWAUKEE, June 23—General Electric Co. apparently means business on fair trade.

That was made clear in federal court here yesterday when GE's small appliance division pressed legal action against the Boston Store and ten other Milwaukee department stores and appliance dealers for allegedly selling under the fair trade minimums.

Robert Walton, small appliance fair trade manager, told Judge Robert E. Tehan that the GE division spent \$500,000 last year enforcing fair trade pricing, and has budgeted another \$750,000 to continue the program through 1955. Mr. Walton said he has a large staff of fulltime and parttime employees, that he also uses the services of nine or ten shopping agencies and 34 law firms—and that GE's own legal staff spends three-fourths of its time on fair trade matters.

Mr. Walton also stated that up to June 1 GE had signed 16,291 fair trade agreements with dealers, conducted 27,573 shopping tests in 44 states, sent 5,858 letters to stores warning of alleged violations and started suits against 1,057 stores in 24 states since the fair trade pricing program began in September, 1952.

Pittsburgh 'Renewal' Resulted from Joint Business-City Efforts

CHICAGO, June 22—The lesson of the rehabilitation of Pittsburgh, which has attracted national attention because of its success in licking many problems common to large urban areas, is that business leaders must join with government officials in setting up and carrying out programs for redevelopment work.

This was the message given to Chicago business men today at a luncheon at the Sheraton-Blackstone arranged by Stuart List, publisher of the *Chicago American*. More than 350 business and civic leaders, including Mayor Daley and members of the council, were on hand to hear Mayor David Lawrence of Pittsburgh, and Arthur B. VanBuskirk, who is chairman of the Allegheny Conference on Community Development.

Both speakers emphasized the fact that Pittsburgh's problems of flood control, smoke abatement, rehabilitation of blighted areas, improved highways and better recreational and cultural facilities were tackled by the best brains of the community.

They said that the men in the top business brackets in Pittsburgh had devoted time and energy to the development of the program, with the result that the city has had a great surge forward business-wise and in many other respects.

The purpose of the luncheon was to give Chicago business and municipal leaders, who are working along similar lines, the benefit of the successful experience of Pittsburgh in making that city a more attractive community in which to work and to live.

Magazine Offers 'Spots'

Better Living, New York, is offering "spot announcement" space to advertisers—14 lines on one column or seven lines across two columns, at the bottom of editorial copy. The premium position costs \$680. No plates are required for the ads.

Revenue Service Frowns Again on Calorie Counting

WASHINGTON, June 23—The Internal Revenue Service, in another about-face, has notified brewers that it will not permit ads which refer to caloric content, or imply that beer is non-fattening or nearly so.

Today's notice is the third stage of a beer barrel polka which first found the bureau hostile to caloric copy, then tolerant, and now all-out against.

"Inasmuch as the Internal Revenue Service did not previously object to caloric treatments, pending the development of specific evidence on the point," the notice said, "a reasonable time is being allowed for the preparation of substitute advertising copy."

"Since it is now evident, however, that such advertising is likely to result in consumer deception, the transition to unobjectionable advertising should be effected as expeditiously as possible."

Because the Internal Revenue Service does not have jurisdiction over brewers who operate within a single state, the edict will not apply directly to all brewers. However, it will apply to any brewer who ships into a state that has laws governing the advertising of beer.

The announcement pointed out that the bureau first questioned caloric claims in the spring of 1953 when a number of brewers began advertising that their brand was free of starch and relatively free of sugar.

At the time, the alcohol and tobacco tax division ruled that claims of this type were misleading "since all beers are free of starch and none contains more than a negligible quantity of sugar."

In the spring of 1954, however, government authorities modified their position and advised that caloric references could be used if they were qualified with accurate statements of the actual caloric content.

"As time passed, however," the announcement said, "and as additional brewing companies adopted the low calorie theme, it became increasingly evident that low caloric claims, even when qualified by statements of actual caloric content, might be misleading in certain respects."

The announcement said that since late 1954, the alcohol and tobacco tax division has been making a consumer survey. "This survey supports the position that treatments calculated to imply nonfattening or less fattening properties on the part of beer are misleading and therefore contrary to the regulations."

"Substantial percentages of the people interviewed in the survey received the impression that the advertised product was either entirely nonfattening or at least negligible in caloric content; that it was less fattening than other competitive beers; that the consumer could lose weight by drinking it; that the product was approximately equal in food value to the food item with which its caloric content was compared; or that the advertised product could be substituted for these food items with the same nutritional results."

Magazine Names Psychiatrist

Dr. Edward J. Hornick has joined *Seventeen*, New York, as psychiatric consultant. He will help answer teen-age inquiries on emotional behavior problems, family relations and personality conflicts.

THE ADVERTISING MARKET PLACE

Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 5 days preceding publication date. Display classified takes card rate of \$14.50 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

ADVERTISING MANAGER, MALE OR FEMALE AGE NO FACTOR, ABILITY IS!
To head up new advertising department, established fashion organization on West Coast. Requirements: 1) Good sales promotion ideas and "know how" of planning. 2) Ability to organize, supervise, and buy production. 3) Direct mail catalog experience essential. Knowledge of copywriting desired. Write all information in first letter, address Box 7638, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS - PLACEMENTS
209 S. State Ha 7-1991 Chicago

COPYWRITER—Dynamic young Ohio agency will (very) soon need a copywriter who is on his way up but feels restricted in present post. Prefer minimum of five years diversified agency copy experience. Our staff knows of this ad. Send brief confidential resume—mention salary desired.

Box 7631, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
ALL IS GRIST
... which comes to our mill.
Lila Molene 105 W. Adams St.
ANDover 3-4424 Chicago 3, Ill.

"Our 44th Year" ACCT. EXEC., OIL EXP. \$10,000

This position is not with an agency, but requires an agency man with oil or tire merchandising experience. A career position with excellent future.

GLADER CORPORATION
"The Agency's Agency"
Stanley D. Koch, Dir. Adv. Div.
110 S. Dearborn CE 6-3353 Chicago

HELP WANTED

ACCOUNT EXECUTIVE
Medium-sized Chicago package goods agency wants experienced account man to take over existing business and develop new. Food experience essential. All replies confidential. Tell complete story.
Box 7625, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING PLACEMENTS
BOB LETHBRIDGE
EMPLOYERS SERVICE BUREAU
6 N. Michigan Chicago, Ill. FI-6-1155

ADVERTISING MANAGER
for large Midwestern textbook publisher. Must have successful hard-selling direct mail background, executive ability. To age 40. Man or woman. Write, telling everything you think we should know about you, and include a sample of direct mail copy you wrote, which will be returned.

Box 7627, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.
BARNARD'S - NATIONWIDE OFFICE AND PROFESSIONAL
Investigate our free-lance service.
WA 2-2306 202 S. State St. Chicago

ADVERTISING AGENCY SEEKS MANAGER
Loss of manager due to ill health creates opportunity for executive qualified to assume management of 10-man agency. Must be thoroughly capable in sales, creative ideas and administration. Good salary plus incentive bonus. Located in Mid-west metropolitan market. Send full particulars to Box 7632, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FRED J. MATERSON
ADVERTISING - PUBLISHING
All types of positions for men and women.
105 N. Wabash FR 2-0115 Chicago

YOUR CLASSIFIED ADVERTISEMENTS HERE WILL GET RESULTS

POSITIONS WANTED

CREATIVE DIRECTOR
Young (30) man with more creative TV film commercial ideas than present employer (national syndicator) seems to need seeks position as creative director and/or copywriter. Much experience in electric appliance field. Six year's experience in radio, magazine, TV and film copywriting.
Box 7633, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ARTIST, fr. lance wants additional accounts or part time with space and min. 24 hr. week. Agency exp. Newspaper & mag. layout, packaging, labels, P.O.P., spots. Prod., Ill. Exp. mail order. Chicago ANDover 3-4470, Paterson.

MAN OF THE WEEK
A natural for manufacturer (ad manager) or agency creative post in mid-west. Electric housewares exp., all phases. College grad., 33. Resume on request.
Box 7629, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

NO WHITE ELEPHANT but willing to work for peanuts. Market Research man.
Box 7619, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

UNCOMMON AD MAN
Highly creative, Adept administrator. 14 years experience, mostly agency, in advertising, merchandising, sales promotion. Accounts: major appliances, home furnishings, automotive and other. Plan and execute national or local campaigns, all media. TV included. Age 37. Family.
Box 7637, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE ACCT. EXEC.
Specialist in hard lines. 10 years agency and administrative experience in national accounts. Strong on analysis, account planning, follow through. Producer of sound advertising and merchandising ideas. Versatile writer. Industrious. Friendly personality. College educated. Salary open. Will relocate. Please write
Box 7636, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

MEDIA...MEDIA...MEDIA.. Ass't. Media Director for small Chicago agency seeking OPPORTUNITY! Young, alert, intelligent. Experienced all media. Prefer Chicago.
Box 7635, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

RADIO TIME SALESMAN
Very fine agency contacts. Hard worker and aggressive. Factual and sound selling through agencies or direct. Will consider opportunity out-of-town. Experience with large independent station.
Box 7630, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

DO YOU NEED
package design, food illustration, tight comps to be done?
Call Chicago CH 3-8322

SALESMAN OR SALES MANAGER
Can also handle station operation. Many successful years in time sales - good ideas aggressive - sound selling experience. Will consider good opportunity out-of-town.
Box 7621, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

MAGAZINE WANTED
Established Mid-West Representative seeks one more Trade Publication; commission basis only. Publication must possess standing in its field, demanding solicitation for substantial space. We offer a competent publication broad contacts among Agencies and Advertisers.
Box 7634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES
MAGAZINE MONTHLY - 23 years old. Excellent opportunity for advertising man. Tremendous potential. Only \$5000 down. Liberal terms.
Box 7628, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

MISCELLANEOUS
Financing of Accounts Receivables
Credit organization will finance agency's small accounts. New York City agencies only. Held in strictest confidence.
Call Mr. Eskov, CYpress 4-6174

Family-type cartoons with very short captions, or preferably none, wanted immediately for new medium. Top prices for outright purchase. Possible syndication. P. O. Box 3526, Merchandise Mart Station, Chicago 54.

OPPORTUNITY UNLIMITED

Copy Supervisors (2 needed).....\$12,000
For west coast agencies—foods and packaged goods exp.
Sr. Copywriter.....\$15,000-25,000
Top-flight creative mind with solid agency B/G
Copywriters (2 needed).....\$10,000 up
Tech. or engineering exp. nec.
Radio-TV writer.....to \$20,000
Heavy exp. in live and filmed commercials
Ass't Acct Exec.....\$12,000
Good exp. in foods or related
Contact in Confidence
GEORGE E. PYLKAS
WABASH EMPLOYMENT AGENCY
202 S. State Chicago 4 Wabash 2-5020

ST. CLAIR CARVER

with a long agency-record for creating sound, timely advertising and selling themes, and many successful campaigns, is—

AVAILABLE!

Counsel, developing campaign ideas, or writing complete campaigns. Wide range of product experience. You buy a "high priced" man for the time you need him, or on a "job" basis. Address—Box 426, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

CATALOG AND PRICE LIST SPECIALIST

We need a man who realizes the full importance of catalogs and price lists—and has the experience and know-how to get these jobs done accurately and on time. This means organization, layout, preparation and production. Are you this catalog and price list specialist? Can you assume responsibility for this job for one of the foremost housewares manufacturers in the world? If so, there's an important position waiting for you with unusual company benefits, solid future and advancement possibilities. Write, stating qualifications and salary requirements.
Box 421, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

wanted

ADVERTISING MANAGER

Experienced handling Specialty Apparel or Better Dept Store Newspaper and Direct Mail Business Promotions.

This position offers attractive Salary and Opportunity for person with Initiative and Creative Ideas to meet challenge for expanding store.

Established Firm located in City of 150,000 in progressive Southwestern Area. Please do not apply unless seriously desirous of relocating.

State education, qualifications, employment and personal history, age, marital and health status, salary desired and when available. Write Box 420, care of

ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Ill.

NEWSPAPER PROMOTION OPPORTUNITY

General Promotion department of one of nation's top newspapers has excellent opportunity for a young man with some experience, lots of potential. We don't expect you to set the world on fire, but we'd want you to try. We'd like someone well-grounded in newspaper advertising procedure and copy. Should be able to write, visualize layouts, work closely with members of a good-sized promotion team and other departments. Linage and circulation are going up; we need a top-flight assistant to keep our blood pressure from doing the same. Salary open. Write full details. Box 425, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

COPYWRITER

with Agency Experience
Industrial writer with agency experience wanted by well established agency located in small city several hundred miles east of Chicago. Wonderful opportunity. If you meet our requirements, please write in confidence outlining your experience.
Box 419, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AGENCY OPENING FOR ASSOCIATE

One looking for better service, increased profits. Well established and financial N. Y. C. agency with full recognition. Complete agency facilities. Generous profit arrangements to responsible individual.

Box 418, ADVERTISING AGE
480 Lexington Ave.,
New York 17, N. Y.

Representatives Wanted— to sell display advertising space in the new, annual, "Do-It-Yourself BUYERS' GUIDE"

Anybody could sell space in the "Do-It-Yourself BUYERS' GUIDE". But we don't want just anybody. The somebody we want—in every major business center—won't be satisfied with the easy orders that are bound to fall in his lap, representing the only publication of its kind in a field that's making exciting news daily. He'll be somebody who can do more business with more advertisers.

Think you're somebody? Then write Thomas T. Engel, publisher.
Do-It-Yourself BUYERS' GUIDE
5828 Lincoln, Chicago 45

WEST COAST AGENCY SEEKS TOP COPYWRITER

One of the West Coast's fastest growing agencies (with current billing in excess of 2 million) is looking for copywriter with broad creative skill. Food copy experience desirable. Age not prime consideration. If you're tired of sitting still and not getting a personal thrill out of your work, this job offers a real challenge, opportunity and unlimited future. Submit samples and state salary requirements.

Box 424 ADVERTISING AGE
200 E. Illinois St. Chicago, Ill.

LET'S GET RICHER FASTER TOGETHER!

Near million billing young agency with "dream" location, highly creative personnel, and growing consumer accounts, is ready to expand. If you are a One Man Agency, or an Account Exec., we can combine our talents and personnel to make life easier, earlier.

We have our own building with enough space for 5 million billing and there isn't a more attractive or more functional place in Chicago. We believe there is a man or men, stymied by present workload or facilities who can see the wisdom of combining forces for more efficiency. Write us in confidence and let's discuss a mutually satisfactory arrangement.

Box 411, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

To a SMALL AGENCY

plagued with BIG copy-idea problems

A new and creatively powerful FREE LANCE service is available to you from this former head-man of a successful small agency.

I have handled all types of accounts including food, drug, appliance, soft goods, toys, automotive, at both national and retail levels. After successfully operating my own 1½ million dollar agency for 16 years, I am now retiring (at 39!) to the country and setting up this consulting and free lance service especially for SMALL AGENCIES.

I can give you ideas and plans that sell, at very modest rates—with your satisfaction guaranteed, or no charge. I have faced YOUR problems myself, at your level of operation, so I know what is practical for the smaller agency.

Try me on problems or campaigns for any media. Obviously, your confidence fully respected, and your deadlines met. Quotations furnished in advance of all assignments. Brief me at

Box 423, ADVERTISING AGE
200 E. Illinois Street Chicago 11, Ill.

Rev. Graf Quits Church Group in Contest Ad Fuss

(Continued from Page 3)
 nation of 'in the poorest taste' may be over-charitable. In view of the direction which the contest advertising has taken, I feel that I cannot, in conscience, continue to support the ACU by my membership." He will add that, in addition to being advertised in a large number of expose and confession magazines, the contest is advertising in "scores of so-called comics books." It is in this connection that Dr. Wertham has lent his support, he is expected to add.

Father Graf will quote Dr. Wertham to the effect that the type of comics book in which the contest is being advertised combines "corruption with sexiness, violence and race prejudice."

"It is indeed unfortunate," according to Dr. Wertham, "that this contest is being advertised in the same publications which advertise weight-reducing and weight-increasing nostrums, art pictures, selling schemes for cheap merchandise to win prizes, and bikini style corsets."

■ "By doing this, the ACU is giving direct support to such magazines and advertisers, and Father Graf is to be commended for his opposition to a contest conducted in such a manner."

Father Graf also will cite Bishop Frederick L. Barry, of the diocese of Albany, as supporting his stand. Bishop Barry, according to Father Graf, has said that "the advertising and the puzzle contest are un-

becoming to the church. It is a sad commentary that there should be advertising in such magazines."

The clergyman also will call on the ACU to withdraw its sponsorship of the contest "because it is no longer embarrassing to the ACU alone, but, as recent comments by the *Christian Century* and *ADVERTISING AGE* have indicated, it is becoming a matter for concern to the entire Episcopal Church."

Handling the contest is puzzle man Keith Sutton, a client of the S. Duane Lyon Co., New York agency. Contest ads were scheduled to appear in 74 magazines, including the *Timely Women's Group*, *Secrets Romance Group*, *My Romance Group*, *Marvel Comic Group*, *Confidential* and *Dell Men's Group*. Three Episcopal magazines declined the copy.

Heads ABP Circulation Unit

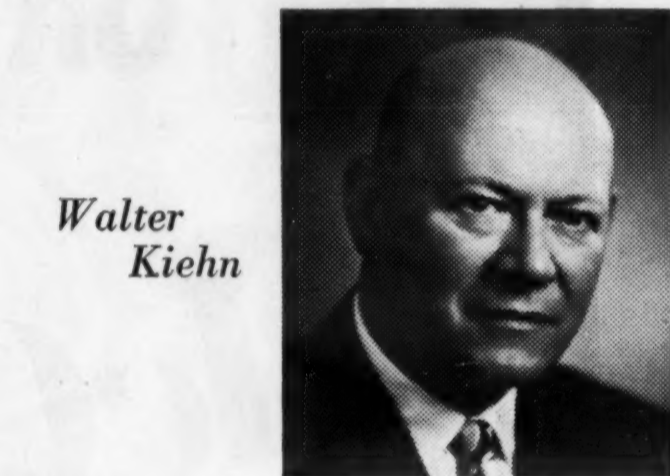
Edward F. Bressler, mail promotion manager of *Factory Management & Maintenance* and *Power*, has been elected president of the National Circulation Round Table, organization of circulation executives of Associated Business Publications. Robert Smallwood, v.p. and director of circulation of *Sales Management*, was elected v.p.

'Reporter' Names Cleveland

Harlan Cleveland, formerly executive editor, has been named publisher of *The Reporter*, New York. Max Ascoli, editor and publisher of the magazine since its founding six years ago, said Mr. Cleveland was being named publisher so that he (Ascoli) could concentrate on his duties as editor.

In Canada

National Advertiser gets a 50% or better "bonus" impact through dealer tie-ins!



Walter Kiehn

100% NEWSPAPER ADVERTISER

Walter Kiehn, Sales Manager of National Hosiery Mills Limited of Hamilton, Ontario, makers of Phantom hosiery, has this to say about "hooker"* advertising: "Our company recently made a complete switch in its advertising policy and invited our retail customers to tie-in with our own national newspaper advertisements."

I might say that preliminary results are satisfactory beyond our expectations, and a final check-up may show that the "bonus" space placed by our customers under our own advertisements may average 50% or better."

National Hosiery Mills in their recent campaign, illustrate the value of dealer tie-ins. When you add the power of local dealer listings or hookers to your national advertising, everyone benefits—retailer, customer and YOU!

*A hooker gives a local dealer's name and address and is voluntarily appended by him to a manufacturer's advertisement.

DAILY NEWSPAPERS BRING NATIONAL ADVERTISING TO THE LOCAL LEVEL—THE ACTION LEVEL!

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

55 University Avenue, Toronto 1, Ontario

I. H. Macdonald, General Manager

We Highly Recommend This Man

Because of a radical change in organizational set-up, the advertising manager for one of our clients is seeking a new connection. We know this man well. We've worked closely with him for a long time. And we've come to know him as an exceptionally able industrial advertising manager in every sense of the word. He is 40 years old, married, and a college graduate. For the past nine years he has been advertising manager for a manufacturer of diversified industrial equipment with complete charge of advertising for five divisions. He will be available July 1st.

For further details write:

W. A. Marsteller

MARSTELLER, RICKARD, GEBHARDT and REED, Inc.

185 N. Wabash Ave.

Chicago 1, Illinois

ARTIST
 One man art department, small busy industrial agency with a reputation for good work. Layout, package design, production and paste up. Mail samples which we will return. Good future for good man. Hartogensis Advertising Co., 722 Chestnut, St. Louis 1, Mo.

BIRCH
 Executive Placement Counselors
 The Midwest's outstanding placement service for Adv. - Art & allied fields.
 By appointment only
 59 E. MADISON - SUITE 1417
 CEntrol 6-5670

Fine, Fast, Fairly Priced Photography
pics
 photographers
 DEARBORN 2-1062
 187 N. LASSALLE, CHICAGO 2, ILLINOIS
 PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

PROMOTION OPPORTUNITY IN THE SOUTHWEST!
 One of the country's leading newspapers, located in the fast-growing Southwest, is looking for a young man to take an important place in its Advertising Promotion department. This young man has had at least a few years experience in newspaper promotion and is now looking for a bigger opportunity (and more money). He may now be a one-man promotion department on a small newspaper, or the second, third or fourth assistant on a big one. To fill this opening, he will have to be well-grounded in advertising copy and layout, and have some experience servicing retail accounts. He considers himself imaginative and creative. He gets ideas easily, and knows what to do with them. He thinks logically and expresses himself clearly. If interested, make us a pitch, telling briefly your background, education, experience, family situation and salary requirements. Enclose a photo or snapshot of yourself. No need to send samples yet. Write Box 400, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

GIVE YOUR LEGS AN EASTER TREAT!
 "dress them up" in PHANTOMS

We want to make your legs as pretty as springtime. Phantom Nylons are beautifully styled with the soft dull finish, the delicate shades you know will match the colour scheme of your Easter dress. And here they are, for you, this Easter, elegantly done up in a lovely ribboned box, two pairs in each. You can't go wrong when you choose Phantom "pencil seam" nylons. They're top favourites with every woman. When you buy nylons with a name—like Phantom—you know you have the utmost in stocking style and quality. NO EXTRA CHARGE FOR THE EASTER BOX YOU'LL BE PROUD TO KNOW YOUR FRIENDS.

Phantom 60 gauge, with darter "Phantogenic" heels 1.50, 2-Pair Easter box 3.00
 Phantom "dress up" sheers, with delicate lace heels 1.65, 2-Pair Easter box 3.30
 Phantom evening luxury sheers, "high twist" 60 gauge—sandal foot 1.75, 2-Pair Easter box 3.50
 Other Phantom styles: 51 gauge, 1.35 pr. 66 gauge, 1.75 pr.

BUY A BRAND! BUY FAMOUS PHANTOM AT THESE STORES. NO EXTRA CHARGE FOR THIS EASTER BOX.

ALLEN STORES 248 YONGE ST. EM. 3-9396	HANNAH McFARLANE 233 JANE ST.	MAYES LINGERIE 1630 St. Clair Ave. W. Lester and Ontario's West
Audrey Ann 1924 BROADWAY AVE. 40 Woodmont	LEE-MAY'S Ladies' Wear 1404 EGLINTON W. RE. 0373	NOVELTY HOSIERY 214 YONGE ST. EM. 3-4891
BATA SHOE STORE 233 YONGE ST. EM. 3-2029	JOHN NORTHWAY AND SONS LTD. 240 YONGE ST.	RADELLE'S 1143 Bloor W.—EM. 3342
CALEARTS 2496 Yonge St. (Capital Theatre Bldg.)	JOY FROCKS Yonge at Adelaide	Rickmond's 517 LAKE ST. W. NEW "GIRL" CL. 9-1188
CAMILLE STYLE SHOPPE LTD. 221 W. W. (at) Eglinton 221 WEST 1200TH ROAD NEW YORK 10	LEWIN'S SPECIALTY SHOPPE 232 Bloor St. W.—LO 4885 The Finest in Knitwear, Sportswear & Linens	RUBINOFF'S 218 BLOOR ST. W. EM. 8-7187
CLAYTON'S 233-240 Yonge St. EM. 2-5014	West Toronto's Largest Dept. Store Lewis's 2363 Dundas W. (at) Queen	RUTH FROCKS 2827-21 Queen St. W. LO 7382
Deanna Hosiery Shop 276 1/2 Bloor St. W. The Hosiery Center for the West 4-1111 (at) Hamilton	LILLIBETH SHOP	

WOLK'S
LADIES' WEAR
1232 BROADWAY AVE.
Opposite the Co-Operative Bldg.
GL 9300

From January through June 1955
advertisers gave McCall's the...

BIGGEST FIRST SIX MONTHS' ADVERTISING REVENUE IN McCALL'S HISTORY!*

Advertisers recognize the importance of the woman as the buyer for the family.

And McCALL'S, with its 12,000,000 readers, reaches the *women who buy* in greater numbers than ever before.

Moreover, McCALL'S impact is greater because editorially it is more up-to-date. It reflects *all* of a woman's interests—including *her family*.

In no other magazine today can an advertiser reach this woman *and her family* with more effect than in McCALL'S. Ask your McCALL'S representative to bring you the proof in facts and figures.



**Here are the figures!*

PERIOD	AD REVENUE
Jan. to June, 1955	\$7,773,559
Jan. to June, 1954	\$6,996,758
INCREASE	11%

*SOURCE: 1954 figures, PIB. First 3 months, 1955, PIB. Second 3 months, 1955, publisher's estimate.